

BOOST YOUR SALES WITH SPOT UV

Sell smarter: Position Spot UV
as a premium upgrade

Why sell Spot UV?

Spot UV isn't just about looks – it's about impact.

Use it to:

- Highlight key elements on business cards, folders, postcards, and more.
- Elevate perceived quality without increasing paper cost.
- Create a premium offer your competitors don't have.
- Give your client's brand an upscale edge.

Available on folders, business cards, postcards & more



When to Offer Spot UV

Identify key opportunities to introduce this upgrade.

Use Spot UV as a sales booster when your client:

- Wants to stand out from competitors
- Is launching a new product or service
- Is printing for a premium event (e.g., galas, expos, launches)
- Is focused on branding or packaging
- Already uses Soft Touch lamination (it pairs perfectly!)

Pro tip: If your client's design has large areas of solid color, bold typography, or graphic patterns — Spot UV will take it to the next level.

Where to Use Spot UV

Suggested applications that your clients will love.

Spot UV is perfect for highlighting key elements and adding a premium touch across different printed products. Recommend it when printing:



Corporate folders — Add gloss to logos or patterns for a sharp first impression.



Business cards — Highlight names, titles, or brand marks for a standout finish.



Invitations — Elevate special events with spot-gloss on decorative elements.



Catalog covers — Make product launches feel exclusive with bold, shiny titles or accents.

Pro tip: Focus Spot UV on areas that need attention — contrast with matte backgrounds for maximum impact.

Smart Sales Tips to Present Spot UV



Explain the Value Clearly

Instead of just calling it "a glossy layer", position Spot UV as a branding enhancer. Say:

"This upgrade draws attention exactly where your client wants it – logo, name, or core message."



Use Winning Phrases

Try closing the sale with phrases like:

- "This finish helps your brand stand out instantly."
- "Most clients choose it to add perceived value without changing materials."
- "It makes simple designs feel more expensive – without a higher production cost."



Present It Visually

Always show a mockup or sample.

Emphasize contrast between matte and gloss to let the impact speak for itself.



Tip: Add close-up shots of light reflections to highlight the effect.

Spot UV – Frequently Asked Questions (FAQs)



Can Spot UV be applied over any colour?

Yes, but it creates the most contrast over dark or solid backgrounds. On very light colours, the gloss may appear more subtle.



Where can it be applied?

Spot UV is ideal for logos, bold text, graphic patterns, and fine details. Whether the design is minimalist or highly detailed, it can enhance the most important visual elements.



What type of file is required?

You'll need a ****separate vector file (PDF)**** that highlights the Spot UV areas.

Use ****100% Magenta**** on a dedicated layer to mark the exact elements that will receive the finish.



Is it compatible with any paper type?

No. Spot UV must be applied over laminated or coated paper stocks, such as Soft Touch or Matte AQ, to ensure proper adhesion and finish quality.



Can it be used over white ink or metallics?

Yes, but always test first. The gloss effect may overpower or interfere with specialty inks.



Can it be applied on both sides?

It's technically possible, but applying Spot UV on one side is more efficient and cost-effective in most cases.

Tip: Always offer a sample or mockup – it helps close the deal and avoids surprises.

Have another question? Contact us!

✉ sales@wholesalepocketfolders.ca

🌐 wholesalepocketfolders.ca

Ready to Impress with Spot UV

Give your clients the wow effect they didn't know they needed.

Show them the difference — and close the deal with premium print.

Spot UV



No Spot UV



Let's print with Spot UV

✉ sales@wholesalepocketfolders.ca

🌐 wholesalepocketfolders.ca

☎ 1-800 746-1210