

A GUIDE TO MIRRI





## **This is Mirri.**

Mirri is a world-renowned metallic material that can be applied to almost any substrate. It's been innovating within the industry since 1987.

Mirri is the brainchild of Celloglas, one of the UK's leading print finishers.

Supplied to distributors and luxury brands around the world, Mirri is recognised for its premium qualities and is proven to elevate brand perception and deliver immersive retail experiences.

Manufactured using exceptionally high-quality film, this range of highly reflective substrates can be used in many applications - either on its own or in conjunction with other substrates.



## What makes Mirri special?

Expertly communicate quality, innovation and brand category leadership with Mirri's metallic substrates and unique finishes.

Mirri exudes charisma. That means you can bring a premium feel to print and packaging to command attention - but that's not all.

Read on to discover the extensive benefits that go hand in hand with Mirri.



## A support and advice service.

An experienced in-house team is on hand to offer support whenever it's required.

Whether you're looking to create memorable point of sale displays or luxury product packaging, we can advise on a variety of finishes, weights and colours to meet any vision.

Plus, we can advise on artwork too. We thrive on a challenge and are committed as much to our customer service as we are to our products.



## Large sheet size.

Mirri can be used in conjunction with almost any substrate, allowing for no-holds-barred creativity. From small-scale products to large format point of sale displays, Mirri has it covered.

Never before has it been possible to use reflective material at such large format sizes – until now.

Mirri is available in up to 3.2 metre lengths, making it ideal for bold, large-scale point of sale or window displays to stop potential customers in their tracks.



*Art by Miss Cloudy.  
Photography by Melika Dez.*

## Mirri self-adhesive.

When your project demands flexibility, the Mirri range is also available as a self-adhesive product.

Supplied either on a roll with a release liner or laminated to vinyl rolls, it's perfect for permanent and semi-permanent retail displays, signage and window displays.

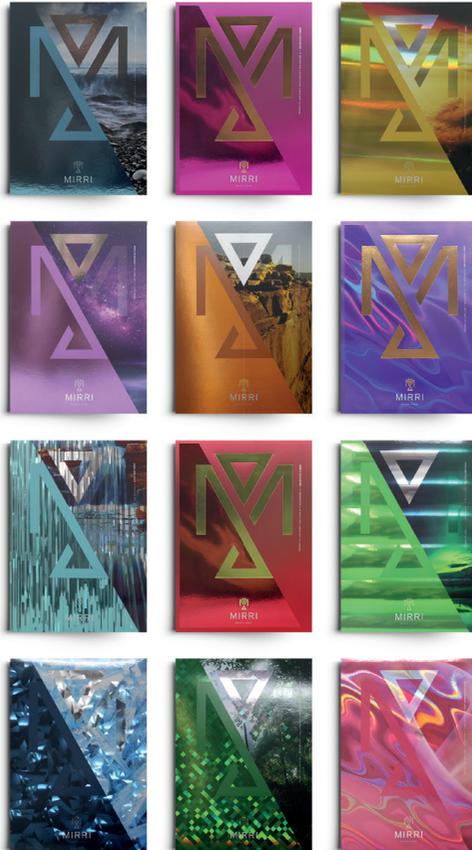
With reel widths of up to 1520mm and bespoke glue options (from removable to permanent adhesives), Mirri self-adhesive provides a luxury and versatile finish.



## An extensive product range.

From the mirrored aesthetic of Mirri H gold and silver to the stunning subtle sheen of Mirri Silk and the mesmerising finish of Mirri Holographic, this huge selection of products can be used in many applications and for various purposes.

*Take a closer look at  
our sample sheets.*



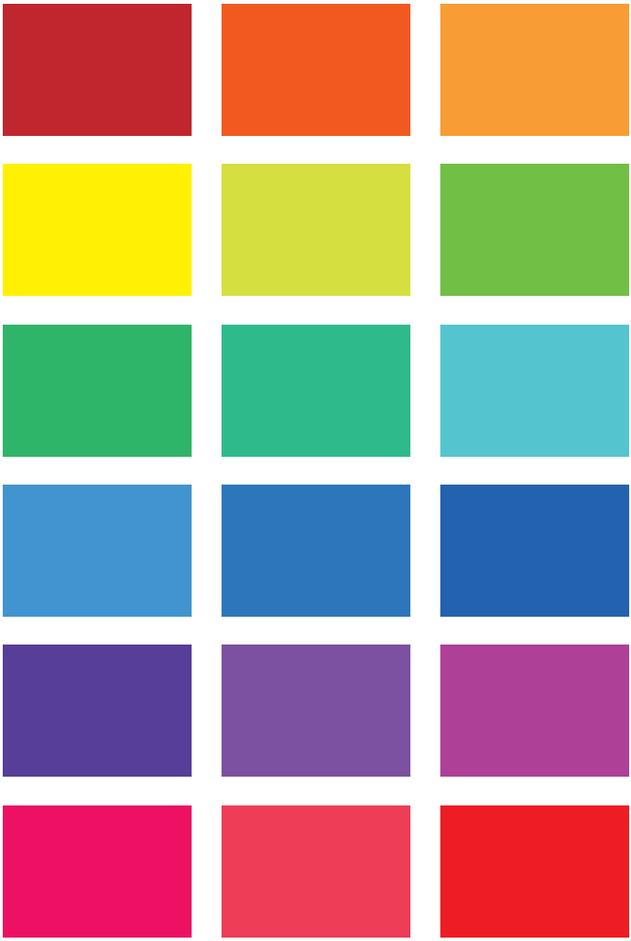
## Reflect your brand's true colours.

Harness the power of Mirri – produce eye-catching finishes from an infinite combination of colours and techniques.

Choose from a range of vibrantly coloured films to beautifully turn any vision into packaging that has the wow factor.

Thanks to Mirri's unrivalled flexibility, you can match your brand's colours exactly. Specify using any metallic colour management system, such as Color-Logic, to match your branding to precision.

*You can see the difference between Mirri H Purple 140gsm (inset) and CMYK printed on to Mirri Silver 255gsm adjacent.*



## Working with images.

Simply printing images as you would on to a regular white sheet usually results in a soft, misty sheen. But use a white layer to underpin the CMYK or Pantone colours and you can ensure images are kept vibrant for intense impact.

The white underpin suppresses the metallic shine of Mirri and enables it to 'play' more like regular ink on paper. Take care not to underpin the whole area with white as this can compromise Mirri's signature shine.

Produce a high-contrast monotone version of the image you're working with and use it create a section of white ink that relates to the CMYK image that's eventually overprinted on to the white.

Alternatively, inverse the white image for interesting and creative results. Take it one step further and rather than opting for the one-size-fits-all approach of a quick greyscale and monotone white underpin, pick out select areas required to be more metallic than others and create some real depth of field.

*Right hand page:  
Using white ink to underpin  
CMYK images on Mirri.*



Environmental considerations.  
Mirri is committed to conducting its business in compliance with all relevant environmental laws and regulations.

Many Mirri materials are available with FSC or PEFC accreditation, while all our manufacturing and office operations actively promote environmental best practice.

Mirri Eco has been specifically developed to enable brands and retailers to limit their environmental footprint without compromising on quality or aesthetics.

This biodegradable plastic-free metallic substrate is manufactured from renewable wood pulp sourced from managed plantations.









## How to work with Mirri.

**Mirri's ground-breaking finish is produced by laminating a moisture and temperature-stable substrate to one or both sides of paper, card or board. Exactly how your project is printed will depend on requirements including finish type, quality, capacity and speed.**

### **UV litho printing**

Because heat can warp a product, we recommend using UV litho. In this process, inks are cured with light. This allows for a quicker drying time, faster turnaround and, most importantly, even more creative possibilities for the end product.

### **Digital printing**

Ideal for shorter runs, digital printing is cost effective because there's less set-up involved in the initial stages. In recent years, developments in digital printing technology have been vast. We've produced Mirri HP Indigo, which is certified for digital print.

### **Screen printing**

A traditional process, screen printing was originally used to produce expensive wallpaper using linen, silk and other fine fabrics. That premium-feeling result is what makes this method ideal for Mirri and its luxurious properties. Ink is applied directly to the substrate with a mesh. Screen printing allows us to print up to 3.2-metre products for even more flexibility.

**Handle with care**

Mirri is robust by its very nature but stock should always be handled carefully to avoid scratching and scuffing and ensure longevity.

**Understand the value of white layering**

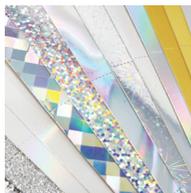
Use a white ink layer to suppress the metallic shine of Mirri. This works really well with photographic images where you might not want a totally shiny finish. By experimenting with the opacity of the white within images, you can create some stunning effects.

**Treat it correctly**

Always allow Mirri to acclimatise. Follow the guidelines properly and Mirri can beautifully enhance almost any substrate.

**Take advantage of Mirri support**

We can't recommend it enough – speak to our experts for detailed insider knowledge as to how best to use Mirri to meet any vision. We can advise on a range of weights and finishing techniques most appropriate for its intended end use.





## Applications.

### **Packaging**

For packaging that requires something extra, Mirri goes above and beyond. A metallised packaging board, it's unrivalled in strength and durability and offers a super smooth finish. It's ideal for use where the substrate is required to withstand cutting and folding. What's more, we can apply Mirri to major manufacturers' folding box board. We've partnered with paperboard manufacturer Oppboga to bring a luxury, metallised carton material that's perfect for overprinting and results in a stunning aesthetic and overall better-quality finish.

### **Retail point of sale**

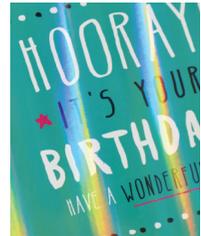
Mirri is trusted by brands around the world thanks to guaranteed exceptional service, quality and its huge range of colours and finishes. Available in up to 3.2-metre lengths, it's ideal for attention-grabbing point of sale displays that create a lasting impression. We've put in countless hours of research, analysis and experimentation – as well as regular work with our long-term partner The Retail Institute – to ensure Mirri meets every requirement for the most effective point of sale.





### **Crafting**

We provide stock for customers' personal projects. Card-making and other tasks are given a luxurious look and feel – the cardstock can be used for matting, layering, backgrounds and many other applications.



### **Publishing**

Mirri's unrivalled flexibility and premium look and feel make it ideal for publishing. The metallic material is a high-impact solution for covers of magazines and books.



## Stay on trend.

With each changing season comes a new trend. We can colour mix to help you recreate any colour trend, including Pantone's colour of the year, and make it magnificent by overprinting Mirri.



## Mirri is evolving.

It's distributed worldwide across a broad range of markets but Mirri doesn't rest on its laurels. We strive to innovate and excite with new products and ideas to ensure market-leading brands remain in poll position where their customers are concerned.





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