



Lenticular Printing

Bringing static images to life



Decades of Lenticular Excellence

Lenticular effects require much more than a printing press and a plastic lens. An imaging process unlike any other, lenticular printing demands special attention to achieve the desired results.

Taylor has more than 20 years of experience with lenticular print technology. We lead the way on three levels.



Design Insights

Our in-house lenticular design experts know how to achieve the most engaging effects possible.



Technical Expertise

We possess in-depth knowledge of the different lenses and production processes available.



Digital Proofing

Taylor's digital halftone proofing delivers the most accurate prototypes in the industry.

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Make Your Brand Unforgettable

Marketers are constantly looking for ways to help their brands attract attention, engage on a deeper level and be remembered. Lenticular effects are proven to do all of the above.

Lenticular printing creates the illusion of depth, motion or change when a printed item is viewed from different angles. Multiple images are interlaced together during the printing process and then viewed through a clear plastic lens embossed with tiny ridges or lenticules.

What would normally be a static image suddenly comes to life as it morphs, moves, zooms or floats in 3D.

When compared to an “ordinary” printed item, the effect on the consumer is undeniable.

3x
Brand Recall

2x
Purchase Intent

7x
Brand Affinity

12x
Brand Engagement

The Magic of Movement

Sometimes called dimensional graphics, motion graphics or flip images, lenticular prints are renowned for their ability to captivate and engage an audience. Taylor has the technology to produce a variety of lenticular effects on a wide range of printed items.



3D

The layering of images under a lenticular lens produces the illusion of depth on a flat surface.



Flip

Up to three separate images can be seen independently when viewed at different angles.



Morph

One image gradually changes into a different image, such as a person "morphing" into an animal.



Zoom

Images, logos and text transition in size or position depending on viewing angle.



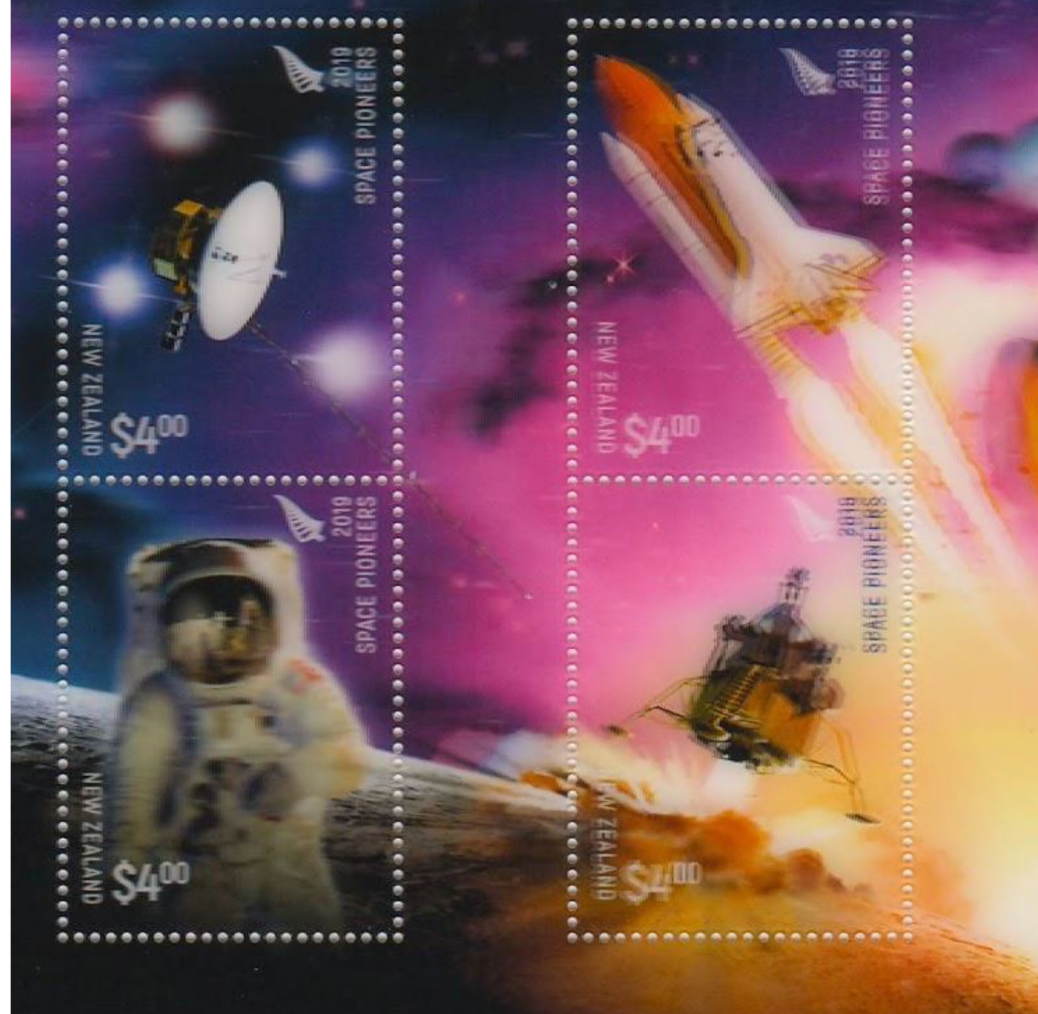
Animation

Also called full-motion or multi-phase video, a short movie appears to play on the printed piece.



Combination

Flips can be added to 3D effects, morphs, zooms and full-motion animations.





Lens Orientation

The interplay of specially prepared graphics and a plastic lens with ridges (“lenticules”) makes lenticular effects possible. How the lens is oriented relative to the viewer affects how the eye perceives the printed image. It can also influence which lenticular effects will work best for your intended use.



Up and Down

The lenticular effects occur when the piece is tilted up or down — or when the viewer walks toward it. To make this happen, the ridges on the lens run horizontally to the viewer

IDEAL FOR:

- Flips
- Motion effects

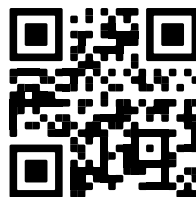


Side to Side

The lenticular effects occur when the piece is turned to the left or right — or when the viewer walks past it. To make this happen, the ridges on the lens run vertically to the viewer.

IDEAL FOR:

- 3D effects
- Point-of-purchase applications



Lenticular in Action

Scan the QR code or use the link below to see a lenticular design in action.

[Watch the video](#)

Drinkware

Taylor uses a special patented process to create lenticular plastic drinkware. We combine full-color lenticular printing effects with superior creative services and advanced molding capabilities to produce distinctive, durable products of high perceived value.

Applications

- Casinos
- Concerts and music festivals
- Convenience stores
- Gift-with-purchase campaigns
- Movie premieres
- Museums
- Promotional giveaways
- Retail stores
- Restaurants
- Sporting events
- Theme and amusement parks
- Universities
- Zoos

Item #	Size	Height	Diameter	Thickness
LEN-CUP22	22 oz.	5.75"	3.5"	14 mil
LEN-CUP32	32 oz.	6.5"	4"	14 mil



Why Lenticular?

A recent survey of beverage cup users proves that lenticular-printed cups increase brand retention.

73%

Keep lenticular cups for at least **one month**

30%

Keep lenticular cups for **one year** or more

Highlights



Dishwasher Safe



Made in USA



U.S. Patented Process

Details

Minimum Order Quantity:
25,000 units

*Recycling category #7



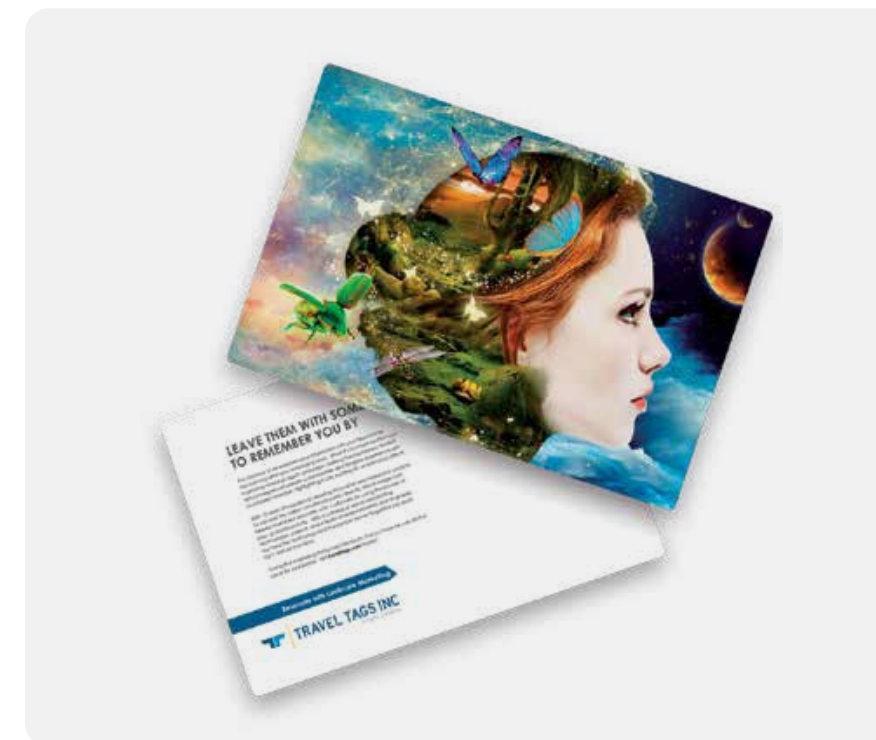
Postcards

Taylor prints and mails more than two billion pieces each year. Adding our lenticular effects can maximize your direct mail campaign ROI by driving higher levels of reader engagement and response.

Applications

- Branding campaigns
- Fundraising efforts
- Medical offices
- New location announcements
- Political mail
- Product and service launches
- Real estate listings
- Restaurant promotions
- Retail offers
- School open houses
- Travel agencies

Item #	Height	Width	Thickness
LEN-POST4x6	4"	6"	16 mil
LEN-POST5x7	5"	7"	16 mil
LEN-POST9x6	9"	6"	16 mil
LEN-POST11x6	11"	5.75"	16 mil



Why Lenticular?

Researchers have found that brand recall, affinity and engagement are magnified when lenticular print is incorporated into direct mail.

12x

Greater brand message engagement

3x

More likely to keep a piece of lenticular direct mail

Highlights

 Preapproved USPS® Postal Rates*

 Made in USA

Details

Minimum Order Quantity:
500 units

**Custom sizes may require different postage.*



Posters and Signage

Taylor's expertise with large-format printing extends to lenticular posters and signage. Instead of telling your story with a "flat" image, attract second and third looks with dramatic 3D and motion effects.

Applications

- Amusement parks
- Mall advertising
- Movie posters
- Museums
- Point-of-purchase signage
- Retail product launches
- Theatrical standees
- Trade show displays
- Transit shelters
- Window displays
- Zoos

Item #	Description	Height*	Width*	Thickness
LEN-PSTRNBL24	Non-Backlit	24"	36"	34 mil
LEN-PSTRNBL47	Non-Backlit	47"	72"	34 mil



Why Lenticular?

The depth and movement of lenticular printing is shown to alter consumer preferences and behavior when compared to ordinary printed materials.

7x
Greater brand affinity

3x
Higher brand recall

Highlights

 **Additional Backings Available****

 **Made in USA**

Details

Minimum Order Quantity:
1 unit

Format:
Opaque, non-backlit

*Custom sizes are available.
** Additional backings are available to increase opacity. Contact your Taylor representative for details.



Business Cards

Taylor is a leading provider of corporate identity products, producing more than 1.2 billion business cards each year. Adding lenticular effects to your business card is a cost-effective way to draw attention to your brand and ensure you are remembered.

Applications

- Architectural firms
- Construction companies
- Insurance agents
- Marketing agencies
- Professional services firms

Item #	Height	Width	Thickness
LEN-BCARD35	3.5"	2"	16 mil
LEN-BCARD3	3.375"	2.125"	16 mil



Why Lenticular?

Surveys prove that business cards printed in full color with eye-catching designs change how your brand is perceived.



10x

More likely to retain a colorful business card than a plain white card

72%

Judge a company by the quality of their business cards

Highlights

-  Full Color Front + Back
-  Made in USA

Details

Minimum Order Quantity: **500 units**



Bag Tags

Taylor has created millions of custom luggage tags over the years. In fact, our investment in lenticular printing technology was first applied to the production of durable, eye-catching luggage tags. The possibilities go far beyond luggage, too. The colorful graphics and rugged construction are ideal for credentials and passes at special events.

Applications

- Employee recognition programs
- Gym bag tags
- Instrument case tags
- Promotional giveaways
- Retail products

Item #	Height	Width	Thickness
LEN-LUGTAG	4.25"	2.25"	16 mil



Why Lenticular?

The clever design and higher perceived value of a lenticular luggage tag makes it more likely that your tag will be the one seen on luggage carousels for years to come.

Highlights

- Writable Surface
- Made in USA

Details

Minimum Order Quantity:
500 units

Attachment:
Includes clear 6" loop



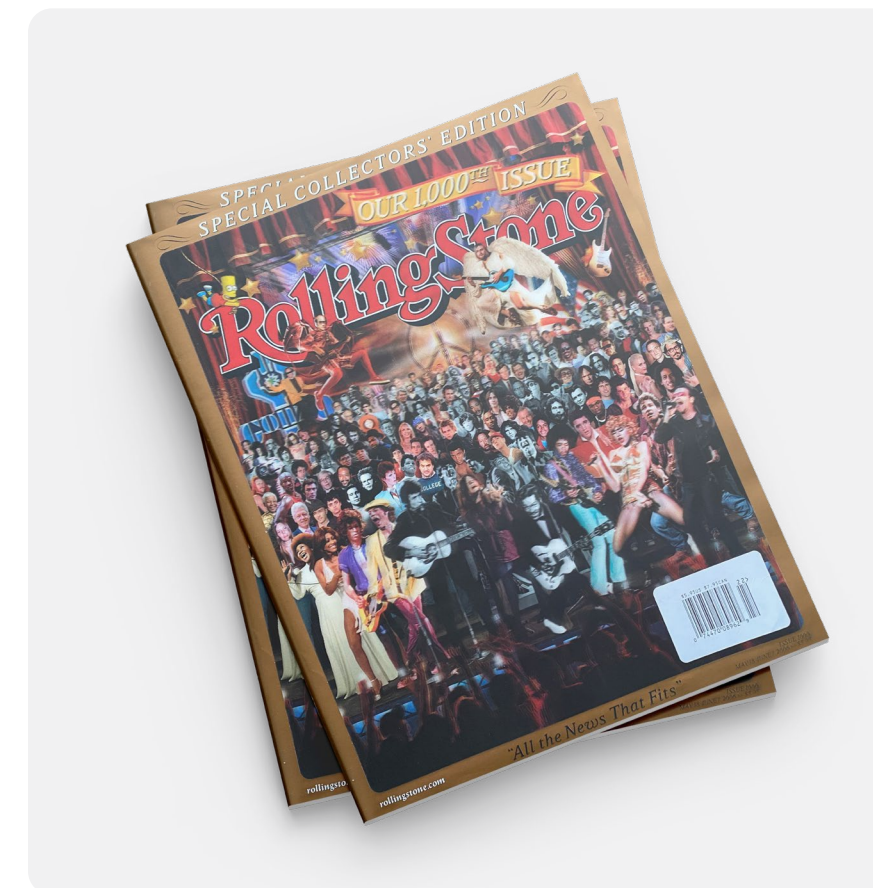
Booklet Covers and Handouts

Taylor creates booklets, info sheets and flyers for every imaginable use. The finished piece gains extra “pop” and permanence when it incorporates elements of lenticular print.

Applications

- Annual reports
- Event programs
- Flyers and handouts
- Magazines
- Notebook covers
- Promotional giveaways
- School curricula

Item #	Height*	Width*	Thickness
LEN-COVER8x10	8"	10"	16 mil



Why Lenticular?

Once laminated with the clear polyester plastic lens, lenticular print is extremely durable. This added durability is ideal for items that will receive heavy use such as notebooks and classroom materials.

Highlights



Multiple Binding Methods



Made in USA

Details

Minimum Order Quantity:
500 units

**Custom sizes are available.*



Rulers and Bookmarks

Taylor's lenticular printing technology results in custom-designed rulers and bookmarks that are as fun as they are functional. Thin, sleek and captivating to look at, they are sure to find their way into books and home offices.

Applications

- Educational institutions
- Retail environments
- Event giveaways
- Souvenir keepsakes

Item #	Height	Width	Thickness
LEN-BKMARK2x7	2"	7"	16 mil
LEN-BKMARK2x6	2.125"	6"	16 mil



Why Lenticular?

Materials printed with lenticular effects are more likely to be retained by the consumer than a comparable "static" piece. As a result, the cost per brand impression plummets as an item is used year after year.

Highlights

- Interactive + Functional
- Made in USA

Details

Minimum Order Quantity:
500 units



Art Specs

Approved Applications (up to CS6)

- Adobe After Effects
- Adobe InDesign* — .tif
- Adobe Illustrator* — .indd — .pdf
- .ai
- Adobe Photoshop — .eps
- .psd

*Include linked graphics with all files, if applicable.

Electronic File Image Resolution

- 300 ppi (pixels per inch) at full size for any rastered/continuous-tone images

Necessary Image Bleed

- 1/8" beyond final trim size (all sides)
- For images provided for lenticular 3D:
 - A minimum of 1/4" bleed on both the left and right sides is required for CR80-sized pieces, more for larger sizes

Fonts

- Fonts are subject to copyright and license protection in substantially the same way that software is subject to such restrictions.
- While we maintain a large font library with all of the appropriate licenses, occasionally a font selected by our customer or their designer is not included in Taylor's library.
- Since using non-editable files is not always a reasonable alternative for our customers, we ask that you still include the fonts used in your artwork. This will give us the information needed to obtain the necessary license(s).
- When working with text in Illustrator or Freehand:
 - If you convert text to outlines, please include a non-outlined layer as well to enable us to make corrections later as necessary.



Learn More

See how lenticular printing can make your brand come alive in the eyes of a customer. Contact your Taylor representative to learn more.



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