



CASE STUDY

CLIENT ESPN Argentina
AGENCY GDS Branding
PROJECT Thermochromic Brochure Cover for Annual Subscriber Conference



H&H Graphics Thermochromic Coated in Non-Activated Stage

The Challenge

ESPN Argentina contacted GDS Branding looking for an innovative and technologically advanced effect for the cover of a brochure. The brochure would house materials for ESPN's annual magazine subscriber conference attended by 1,500 people.

After reviewing several coating options provided by GDS Branding (on behalf of H&H Graphics), ESPN chose **thermochromic ink** because of our extensive thermochromic screen printing experience.

THERMOCHROMIC SCREEN PRINTING

While many think that thermochromic coatings change color, they instead change from a solid color to clear to reveal a printed message underneath.

However, in some cases like going from cold to hot, it's possible to formulate an opaque dark color thermochromic coating (cold stage) to change with increased transparency into a lighter shade color hue (when heat activated). We demonstrated this recently by having the thermochromic coating printed on a shower curtain change from dark purple into light pink.



H&H Graphics Thermochromic Coated in Activated Stage

It's also possible for thermochromic ink to change in the reverse: from clear or lite color in ambient temperatures into a darker color when cold. This is how you see the blue outline of mountains on Coors beer cans as they get colder.

2 TYPES OF THERMOCHROMIC INK

There are two primary types of thermochromic ink coatings: liquid crystals and leuco dyes.

The most famous application ever, the Mood Ring of the 1970s, was a liquid crystal. Thermochromic coatings are ideal for use on consumer packaging, product labels, security printing, advertising, and Most often, we find our clients engage us to apply the thermochromic coating in a solid color that disappears when exposed to temperature change, revealing the image underneath.



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Reception

ESPN was looking for a solution that was unique, innovative, memorable, and Anything but Ordinary.

This campaign exceeded the expectations of both GDS Branding, ESPN and their conference attendees—everyone loved the brochures.

The H&H Experience

Overall, GDS Branding gives H&H Graphics a satisfaction score of 9 out of 10 (they don't believe in perfection).

According to GDS graphic designer, Florencia Kahanoff, "The project was complex, rewarding and exciting. H&H was reliable with their timelines, easy to communicate with, very responsive, and their pricing was reasonable."

"A specific challenge was the import trade restrictions that Argentina has in place, but H&H was able to provide the materials quickly and easily."

Future Projects

GDS Branding looks forward to exploring the use of more innovative special effects screen printing technologies from H&H Graphics that will, in Kahanoff's words, "blow away the minds of more clients and their customers!"—especially those not well-known in Argentina or elsewhere, to assure differentiation.

● ABOUT H&H GRAPHICS

Founded in 1978, H&H Graphics increases the return on investment (ROI) of your print spend by delivering unique and custom printing solutions that use the most current inks, coatings, varnishes, and pigments available. Our R&D department creates custom printing solutions that will achieve your desired look, feel, or smell that will generate the highest level of consumer engagement—with a level of client service that's unexpected. Example special effects include glitter, gloss & matte, scented, scratch-off, glow-in-the-dark, and a wide variety of textures. While we work with many types of applications, we offer special expertise screen printing gift cards, credit cards, packaging, retail POS/POP displays, gaming promotions, book jackets, and greeting cards. Challenge us! We love exceeding expectations and achieving the impossible.

More: www.hhgrfx.com

● ABOUT GDS BRANDING

A good brand generates value, trust, loyalty, and promotes good business. GDS Branding creates and enhances the best brands. GDS Branding has more than 15 years of experience in the Latin American market, generating identity and strategic communication tools. GDS is passionate about serving our clients by boosting their brand. Each solution is unique, like every client. The GDS Branding commitment to results is based on the integrated work of each of the professional areas in which we operate, with strategies in all instances where the messages of a brand are produced. GDS is an expert in identity.

More: www.gdsbranding.com

● ABOUT ESPN

ESPN Argentina is a Latin American subsidiary of ESPN, Inc., which is the leading multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia sports assets with over 50 business entities. The company is 80% owned by ABC, Inc., an indirect subsidiary of The Walt Disney Company. More: www.espn.com.ar

