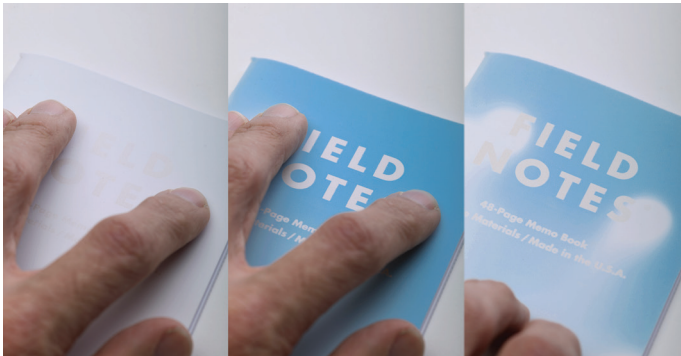




CASE STUDY

CLIENT Field Notes
PROJECT Photochromic Book Cover for a Notebook



Notebooks from Field Notes are sold via retail and wholesale to a wide variety of customers from all walks of life: designers, preachers, butchers, barbers, teachers, journalists, techies, etc. As a result, Field Notes need to attract a pretty general audience.

Additionally, Field Notes has many “subscribers” who pay in advance for a year’s worth of notebooks, so they need to come up with new ideas that they’ll like, without straying too far away from their general design that they love.

To achieve all of the above, Field Notes produces a quarterly limited edition series of notebooks and they are always looking for new papers, colors, processes, and inks.

To keep their customers guessing, and to make it exciting for Field Notes, it’s important to try new things. They’ve done foil stamping, embossing, debossing, various binding styles, different sizes, and more.

When the production manager of Field Notes came across thermochromic ink in a YouTube video, it was right up their alley for a winter edition of Field Notes that came to be known as Snowblind. Their printers hadn’t ever done it, so they knew who to call: H&H Graphics. Ultimately they settled on a photochromic ink when they learned it could be light instead of heat activated.

Photochromic Screen Printing

Snowblind uses a customized, photochromic screen printed ink that appears as a glistening white pearlescent indoors and then changes to a powder blue color when exposed to sunlight outside—the title “Field Notes” remains white at all times. The notebook cover changes back to white pearlescent when brought back inside and the process can be repeated infinitely.

The photochromic ink only works in direct, ultraviolet sunlight and not through a window, though some UV LEDs, backlights and heat lamps can mimic the effects. H&H Graphics can create customized photochromic designs via stencils, photo negatives or any object that casts a shadow.

Similarly, thermochromic screen printing appears as one color and then changes to another when it gets warmer or cooler. This has become very popular for business cards, consumer packaging, advertising, product labels, security, etc.



Snowblind Indoors



Snowblind Outside



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Impact

According to the design and production lead for Field Notes, Bryan Bedell, the photochromic effect, “is astounding when the conditions are right, and we were impressed.”

Bedell added: “Snowblind sold pretty quickly and our customers really liked it. We saw a lot of great videos and photos on social media, which helped new customers be exposed to the brand. Some customers found really neat ways to use it, like masking parts of it with white ink to reveal a pattern or message.

“Snowblind also featured a pretty great ‘interference’ effect on the text, and we would be likely to use that again. I feel like the awesomeness of that was a bit lost compared to the ‘wow factor’ of the photochromic ink and we could use that to good effect on its own.”

Working with H&H Graphics

Regarding the role of H&H Graphics, Bedell said, “While it’s an amazing effect, it does have limitations and those were made clear to us in advance... For us, the most important thing is honesty, if there’s a problem or a delay, we want to know about it right away so we can plan accordingly. We know we’re making our printers jump through hoops for us and we get a bit experimental at times, so we need to trust that our printers are going to communicate clearly and help us get the job done, or find alternatives if some problem arises. Derrick, John and the pressmen are all experienced and communicative and great to work with, and they seem to get as excited as we do about trying new things.”

“One customer proposed to his fiancée at a ski resort by handing her a Snowblind Field Notes notebook he’d modified to reveal the proposal when it was exposed to the sunlight!”

ABOUT H&H GRAPHICS

Founded in 1978, H&H Graphics helps our clients be Anything but Ordinary with state-of-the-art special effects screen printing that utilize UV coatings, specialty inks and varnishes. Our R&D department creates custom inks and coatings in house to achieve your desired look, feel, or smell with the highest quality and performance and we offer a level of client service that’s unexpected. Example special effects include glitter, gloss & matte, scented, scratch-off, glow-in-the dark, and textures. While we work with many types of applications, we offer special expertise screen printing gift cards, credit cards, packaging, retail POS/POP displays, book jackets and covers, and greeting cards. Challenge us! We love exceeding expectations and achieving the impossible. More: www.hhgrfx.com

ABOUT FIELD NOTES

Inspired by the vanishing sub-genre of agricultural memo books, ornate pocket ledgers, and the simple, unassuming beauty of a well-crafted grocery list, Field Notes is a collection of smartly-designed, vintage-styled pocket notebooks, calendars, and various office accoutrements. Beginning with packages of three graph-ruled booklets wrapped with a thick “kraft” brown cover, Field Notes has since printed dozens of variations and introduced wildly popular limited editions, exploring new colors, papers, printing processes, and special packaging. More: www.fieldnotesbrand.com