

CASE STUDY | WIRED MAGAZINE

WIRED MAGAZINE'S SCRATCH-OFF COVER REVEALED

This month's issue of Condé Nast's magazine Wired (June 2010) has a special scratch-off cover. The cover has a 'test of trust' theme with silver blocks covering key phrases and the strict instruction "DO NOT REMOVE" near the main block. The cover feature "The Great Trust Experiment" examines the extraordinary achievement of money-lending networks such as Kiva and Zopa, as well as a new initiative called WhipCar, which encourages car owners to loan their cars to strangers. The silver scratch-off areas were applied by Celloglas.

These areas are latex varnish (in silver) applied using a screen process. Steve Middleton Sales Director at Celloglas commented "We worked closely with Wired, trialling different techniques to make sure the latex didn't scratch off too easily. The method we chose combining a special matt varnish with silver latex made the magazines easy to bind and ensured the silver latex covers arrived on the newsstand in perfect condition.

The scratch-off covers have received a fantastic response, with lots of excited readers twittering about how tempted they feel to scratch the latex off and see what's behind it. Some are describing it as Pandora's box. Others have said it's the most creative cover they have ever seen. One reader has filmed himself scratching off the latex and posted it on YouTube! Campaign Magazine has also listed this issue in its "Things we like column."

Xenia Antoni, Condé Nast's Commercial Production Manager commented " We are so pleased with the finished result we achieved and the finishes really added to the readers experience in an innovative way".

CONTACT DETAILS

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