

# PRODUCT PICKS

## Artlenz

The Artlenz System from E Innovations is one of those “you have to see it to appreciate it” kinds of products and techniques. It is a special effects system that is worth the effort to understand because you can use it to create some really fun cards.

The system has three parts. First there is a “Lenticular Lens Sheet”. This is a very technical name for “a thin plastic lens sheet having tiny rows of lenses or ‘lenticules’ embossed on one surface.” Think of it as a clear plastic sheet that is ridged on one side and smooth on the other. The smooth side has adhesive on it that is protected (until use) by a clear release film. The lens sheets can be cut with scissors.

Next, there is “Active Image Printed Paper”. This is 8 1/2” x 11” glossy cardstock preprinted with very fine, closely spaced parallel lines. This paper is available with lines printed in red, blue, green, purple and gray on a white background. Images printed or stamped on top of these lines appear to “float” above these lines when you apply the magnifying lens sheet.

Finally, there is an AZ rubber stamp. This stamp prints very fine parallel lines. There are small, medium and large versions of the stamp.

There are a variety of ways to use the three Artlenz products, each creating a different effect. The sample [in the original Feb ‘04 issue] is a

small piece of the lens sheet and a matching piece of Active Image Printed Paper. Take them out of the plastic bag.

Turning the magnifying lens sheet (rough side up) in relation to the printed paper changes the lines you see from wide blurry shimmers to more narrow precise lines. Notice too that when you choose an alignment of the lens and paper and look at it from different angles, the lines seem to move. The lens/paper combination also creates a look that seems to have more depth than the actual thickness of the materials. You can actually use this sample to see how these two parts of the Artlenz system can be used to create effects. (See Feb ‘04 VSN’s *Experimentation* section for more on incorporating the AZ rubber stamp into the fun.)

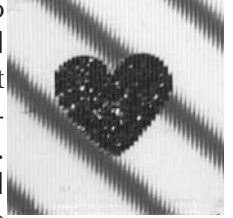
### Possibilities:

1) Use calligraphy or neat handwriting to write a phrase like “Happy Birthday” on the Active Image Printed Paper. (If you were using a larger sheet of this paper, you could alternatively use a computer to print your words.) Line up the lens sheet so that you like the shimmer and movement you see when the piece is moved. Then remove the release film from the back of the lens and apply the non-sticky lens to the paper in this alignment.

2) Try stamping images on the paper and/or sponge on color to change the white background of the paper to a color of

your choice. Use markers to color in your stamped images if you like. Again, line up the lens sheet, remove the release film and attach over the stamped paper.

3) Use punches to create a central image that doesn’t move on the moving background. Punch a small heart out of the paper, reverse the heart and color it. Line up the lens, remove the release film on the lens and attach over the stamped paper. Reinsert the reversed heart into the heart hole, attaching it to the exposed adhesive.



Or punch out a heart in the paper, remove the release film and attach the lens over the stamped paper and apply fine red glitter to the exposed adhesive in the heart area.

With each of these looks, what you get is a stationary image on a lined background that seems to move. Artlenz calls this technique an “Active Image Print.” What the AZ rubber stamp adds is more possibilities. You can create a “Direct Print” by inking up this lined stamp and creating your own active background image.

Or, you can ink a regular stamp and stamp it on the Artlenz AZ stamp to transfer the inked image to the AZ stamp. Then the AZ stamp can be stamped on paper. This creates a lined version of your regular stamp image that will interact with the lines on the lens. Depending on how you align the lens over this image, the effect will either be color lines, shimmer, or “come and go” affects. Artlenz calls such techniques “Transfer Prints”. The process is a bit like stamping on a blank reverse stamp except that you



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*Gail Ellison (Blue/Green on White)  
Turning this transfer print causes parts of the image to "come and go."*

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are creating a lined mirror image rather than a regular mirror image.

Probably the most striking example of how this can be used is a thistle card you can see on the Artlenz web site. Transfer prints of a thistle image were created by stamping thistle images on the AZ stamp and then printing onto glossy paper. You can then line up the lens so that one thistle appears and the other disappears, depending on how the viewer holds the card. This is the "come and go" effect. (See Feb '04 **VSN** *Experimentation* section for more on this.)

The Artlenz System is the work of Gail and Tom Ellison. Gail is the stamper in the family and Tom is a retired chemist and part time consultant with a background in plastics, coatings and adhesives. A friend of Tom's had developed a plastic lens sheet for use in photography and advertising and Tom realized that it might have uses in stamping. In developing the system for stampers'

use, the printed Active Image Printed Paper and AZ rubber stamp were developed and perfected. They did a lot of experimentation to come up with techniques for using the system with stamping. The result is a fun product. While it might sound complicated, the effects are so cool that they invite play and you will find that you can then easily use it to apply movement to many projects.

See Feb '04 **VSN** *Experimentation* section for more detail on using Artlenz with rubber stamps. Also be sure to check out the *Examples* on their web site. The web site also lists retail stores that carry Artlenz.

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