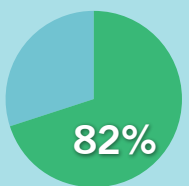
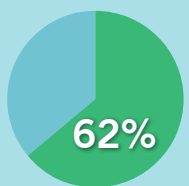


Ways to Make an Impact with Packaging

When it comes to designing product packaging, custom colors, stamping and embossing aren't just for decoration. In fact, customized closures and jars help boost shelf impact, drive sales and build brand loyalty. Consider some revealing statistics about the impact of attractive packaging:



About 82% of purchase decisions are made at while in a store.
SOURCE: Marketing Dive



Roughly 62% of consumers will buy a product off the shelf without researching it first.
SOURCE: Marketing Dive

▶ **72%** of Americans agree that the design of a product's packaging influence their purchase decisions.
Source: IPSOS.COM

▶ About **67%** of consumers agree that materials used in a product's packaging influence which products to buy.
Source: IPSOS.COM

Check out this list of decorative options that will make your next package design stand out from the crowd:

1. Embossing/Debossing

Specific tool steel is procured to form the logo or lettering in plastic.

- ✓ Can be produced on most closure styles with the appropriate tooling changes



- ✓ High-quality look
- ✓ Lighter tipping colors remain opaque even over darker base colors

2. Tipping

Transfers a colored foil to an embossed part by a flat, hot rubber die (consumable). Requires a raised logo created by a mold insert to make an embossment that is stamped with the foil.

- ✓ High-quality look
- ✓ Lighter tipping colors remain opaque even over darker base colors

3. Hot Stamping

Color is transferred to a part by an embossed, hot rubber die. Unlike tipping, the embossment is on the rubber die instead of in the cap mold. A logo design is cut into a consumable rubber die, which can stamp any color foil to the cap.



- ✓ Color opacity can be achieved on a dark part even with a light-colored logo
- ✓ Can be done on a curved/domed surface (specific application)

4. Offset Printing



Utilizes two rollers: one embossed with a logo and one covered with ink. Ink is transferred from a flat roller to an embossed logo on a second roller, which transfers the ink/artwork to a jar or closure. Multiple colored images can be printed.

- ✓ Since this is a continuous process, it can be achieved at relatively high production rates, offering lowest conversion cost
- ✓ Because the cost of ink is relatively low, this option offers the lowest raw material cost
- ✓ Multiple colors can be overlaid in stages by passing the part under multiple rollers

5. Highlighting (Kiss Printing)

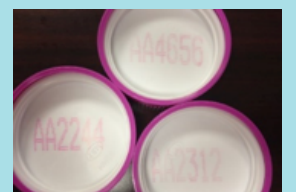


Involves transferring a colored ink to an embossed part by printing rollers. Requires a raised logo created by a mold insert to make an embossment, which is 'rolled over' through an offset printing machine.

- ✓ Less costly version of tipping

6. Ink Jet/Digital Printing

Utilizes ink jet spray heads to print ink on closure. Often used for promotional or small-run quantities.



- ✓ Enables highly flexible print design options with relatively easy to configure alphanumeric coding in random sequential or pre-set promotional codes.

7. Pad Printing



Pad printing is used for transferring 2-dimensional images onto 3-dimensional objects utilizing a silicone 'pad' to pick up an image (such as your logo) and transfer it into a closure or jar.

8. Liner

Enables you to customize a closure to seal most any product on most any container (polystyrene, polyethylene, polypropylene, PVC, PET, glass) ensuring product freshness.

