

**In order to be irreplaceable
one must always be different!**

Personalization

Targeting and personalizing package decoration opens a new door to the consumer (and market share)...

A strong brand identity allows consumers to recognize and remember your products when they are shopping in retail stores. Some creative decorative label solutions include:

Tactile Materials/Coatings

Using a different tactile material, ink, or coating can give your product a different feel when touched. This solution can create a compelling aesthetic.



Finishing

Adding embellishments to your label such as foil is a great way to enhance the quality of your labeled products. Other options can include embossing, reverse printing, laminations, and custom die-cut shapes.



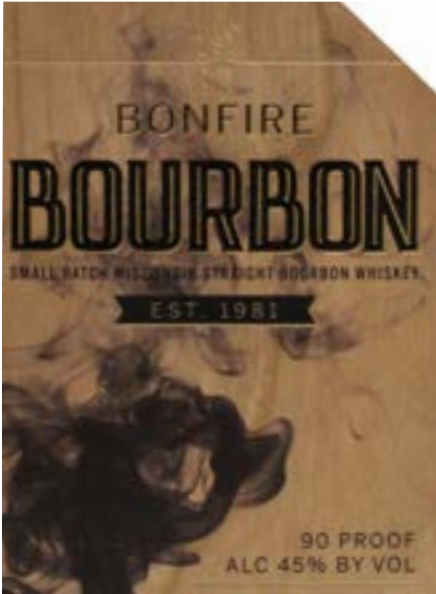
Print Techniques

Using print techniques such as variable content, hyper-customization, and other personalization techniques when printing can make your brand stand out and execute a variety of go-to-market promotions like never before. Designs can include a verity of personalization, B2B, seasonal, national, regional, local, causes, and events.

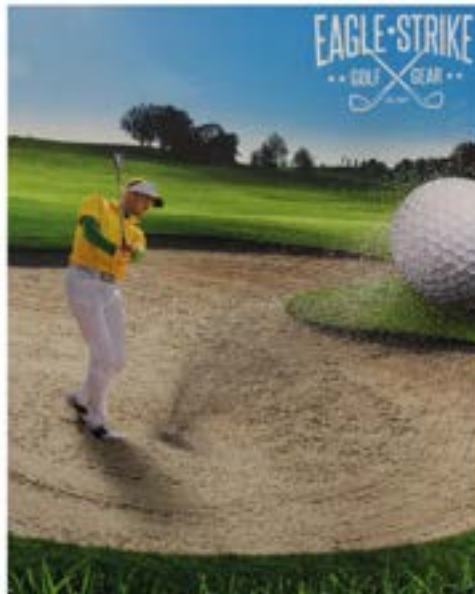


Tactile Materials/Coatings:

- High gloss varnish (a wet look)
- Satin (well balanced between matte and gloss)
- Matte varnish (subdues glare and reflections)
- Soft touch (smooth, synthetic feel)
- Textured (rough or gritty, great contrast with soft touch)



Textured Material: Wood



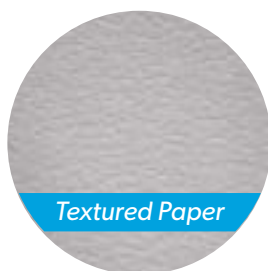
Textured Coating: Sand



High Gloss Varnish: Wet look.



Craft Paper



Textured Paper



Wood Textured



Velvet Textured



Cork Textured

Print Techniques: Hyper-Customization



Case Study: Coca-Cola connects with consumers with unique product decoration

The Challenge

- Connect with the uniqueness of every consumer in Israel
- Provide unique bottle to capture each individual

The Strategy

- Hyper-customization of artwork to create millions of customized versions that can be identified
- Provide access to web based store front to continue the consumers "extraordinary" vision

Results: 2 million different designs were successful printed for the diet coke bottles. Consumers could create personalized gear, including t-shirts, mugs, and mobile phone cases to match their unique bottle. Coca-Cola said they attributed a double-digit increase in sales to this campaign.