

Add Brand Security Solutions To Your Packaging

OUR DIGITAL PRINTING SECURITY SOLUTIONS REDUCE IMPLEMENTATION TIME, COMPLEXITY, AND COSTS.

The key to brand security is conducting a needs assessment and matching specific needs with the appropriate strategy and technology(s) solutions. Digital printing can provide unique "standalone" solutions that are relatively inexpensive and require relatively little implementation time, or can be combined (layered) with other solutions. Depending upon the needs and solutions selected the brand security implementation process can take a month to many months to plan and execute.

Digital printing addresses each label as a separate entity. This enables individual coding or "marking" of product labels at the unit level (each bottle or package can be uniquely labeled / marked).

Digital printing produces a higher degree of print dot-to-dot registration accuracy. Digital printing can print extremely small elements (words, codes, custom graphics) with great precision; to a degree that special optical instruments or materials are required to detect and, or read the elements.

Digital printing security solutions only involve two parties, the printer and the client. Materials suppliers are not required for these "print-only" solutions. This "two-party" aspect can shorten implementation time by months, significantly reduce costs, and provide the flexibility to make quick changes.

Please call our experts to help guide you to select the optimum solutions for your business.

EXAMPLE OF BRAND SECURITY VIA VARIABLE DATA OPTIONS

Microtext can be read with magnification

1121441145411214411454112

Unique barcode can be applied to each label or sets of labels

Unique alpha numeric color code can be applied to each label or sets of labels

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PRODUCTS

SHRINK SLEEVE
IN-MOLD
VARIABLE DATA
LABELS
SECURITY

PROCESSES

FLEXO
DIGITAL
FOILING
EMBOSSING
OFFSET
SILK SCREEN

MARKETS

WINE & SPIRITS
BEER
FOOD
NUTRACEUTICAL
MEDICAL DEVICE
PERSONAL CARE