



## Information about our exhibition samples

### Premium packaging for cosmetics

As part of PrintCity's Value Added Packaging Initiative, the 'Dano Noda' project demonstrated how realistic luxury packaging can be produced in just one production run.

The special shape of the packaging, which is reminiscent of a cut diamond, attracts the attention of customers at the POS thanks to the special reflective behaviour of the various effects used.

A combination of flexographic printing and screen printing was used in this process.

#### Process:

Both design variants are based on the same machine configuration and ink/coating sequence (UV flexo black / UV flexo violet / UV flexo yellow / WB flexo pigment coating / UV flexo black in reverse printing / hot foil stamping / SENOLITH®-UV-GLANZLACK / SENOSCREEN®-UV-RELIEFLACK / die-cutting and embossing) and are produced together inline on a mixed sheet.

#### Machine:

Heidelberg ICS 670

**Suitability:** Cosmetics

