



FINISHES & EFFECTS

ALTHOUGH A KEY BENEFIT OF THE CARTON IS ITS PHYSICAL ABILITY TO PROTECT THE PRODUCT, THE SMOOTH NATURE OF ITS SURFACE ALSO OFFERS UNPARALLELED OPPORTUNITIES TO CATCH THE EYE WITH DRAMATIC GRAPHICS.

These graphics can be enhanced further with the use of special inks, varnishes and foil blocking.

Varnish can be confined to aspects of the pack that need to be emphasised - whether a brand's logo or perhaps an illustration of the contents. There are many alternative finishes available such as matt or pearlescent to supplement the traditional high gloss.

Inks vary widely and include metallic finishes that can contrast with an overall matt white background or various degrees of fluorescence. While some inks crucially must never emit an odour that might taint the contents, other applications, for instance, in the cosmetic market may benefit from a perfume contained within the ink.

Foil blocking is often used to create that high quality image to differentiate one brand from another. Retailers keen to separate their best quality products from their 'value' brands will turn to foil blocking to emphasise the difference.

