

# EMBOSSING - FEEL THE DIFFERENCE

ONE OF THE UNIQUE PROPERTIES OF CARTONBOARD IS ITS POTENTIAL TO BE EMBOSSSED.

The most obvious benefit of this feature is Braille which helps assist consumers who are visually impaired. As well as pharmaceutical packaging, other markets such as cosmetics, food and electrical goods also use this technology to convey important information to consumers.

Raising the board's surface is also often used by marketers to emphasise a brand's image, logo or the product's premium nature. Cosmetics and alcoholic drinks packaging has for many years used this technique to emphasise certain aspects of the pack providing both texture and a tactile finish.

The use of multi-level emboss and profiled emboss dies to convey a '3D' visual and tactile effect can also add a premium and realistic finish, helping to bring printed elements to life. A dedicated emboss process will maximise the magnitude of emboss effects achieved, whilst allowing embossed images to run up to, or over creased areas.

Embossing also provides the designer with the freedom to create eye-catching and premium packaging without the need for print. This can often be seen to great effect when premium substrates are chosen, often dyed or textured, placing the entire emphasis on the embossed effect.

Excellence in embossing results from a combination of suitable die cutting equipment – dies are manufactured to precise tolerances and by experienced operators, fully aware of their customer's needs. Embossing complements other elegant finishes such as complex varnishing or foil blocking to further enhance a pack's exclusive appeal. The specification of the board also plays a part and will influence the embossing detail – whether it is finely or deeply embossed, this technique offers a creative way of enhancing brand value.

