Label Embellishments And Special Applications: Exploring The Techniques And Processes Used For Adding Decorative Finishes And Functionality To Labels

Synopsis

The retail shelf is the frontline in the drive for brands and products to gain the attention of increasingly distracted consumers. Labels play a critical role. Not surprisingly, the demand to increase the visual appeal of labels is growing quickly. Label production technology is advancing rapidly to keep up and expanding the range of embellishment and decoration techniques available. This book explains in detail all current methods of label enhancement. It begins with a thorough review of the more traditional methods such as foiling, embossing and novel printing techniques, and introduces the new technologies and innovations. The use of smart materials, developments in multi-web manufacturing and the introduction of electronics in particular, are accelerating the evolution of the label as a more functional packaging component. These â ˆsmartâ ™ and â ˆactiveâ ™ labels allow packaging to engage and interact with a wider range of human senses and smart devices. Their application, and the opportunity it presents, is covered in depth. Chapters include: Introduction and markets Foil stamping processes Holograms Embossing Bronzing process Ink metalization Intaglio printing Lamination Thermography Special effect inks, varnishes and coatings Laser die-cutting Smart, active and intelligent labeling Label leaflets and multi-layer constructions

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