

Holographic Q&A

Introducing Avery Dennison Label and Packaging Materials' Select Solutions™ Holographic portfolio. The portfolio features film and paper facestock constructions providing brand owners with visually appealing packaging options that communicate a premium product, increase shelf appeal and allow for authenticity.



1.
Are holographic labels difficult to print on?

The printability of the material is fantastic. For instance, we utilize polyester-based films, a material that is inherently easy to print upon. As a print-treated PET, it accepts most flexo inks (UV and water-based) and semi-transparent inks that allow the holographic image to show through. Our current offerings are not optimized for digital printing.

2.
How conformable are holographic labels to the curvature of certain packaging?

The facestock is typically a 2 Mil PET, so it's stiffer than a comparable BOPP. We have two BOPP patterns, so this would work in any existing application where there is one curved surface such as shampoo or hand cream bottles. From a technical standpoint, the materials we have fit well in some Home & Personal Care applications because of the environmental resistance of the film, ideally suited for rigid containers. PET, it accepts most flexo inks (UV and water-based) and semi-transparent inks that

allow the holographic image to show through. Our current offerings are not optimized for digital printing.

3.
I want to produce security labels using one of your holographic materials. What recommendations do you have?

We are able to make custom holographic patterns based on artwork you provide to us. We mock-up the new pattern and, once approved, a holographic cylinder will be made unique to the application. In this way, you can make the solution customized for your customers, giving them the ability to authenticate their products.

4.
What types of printing processes can accommodate holographic materials?

Typically any standard printing: flexo, (with UV and waterbased flexo inks) and offset will also work. The material is print-treated to help with ink adhesion. Furthermore, our papers are equally thin and highly flexible label materials with robust patterns of light and reflection are engineered for superior converting and dispensing.

5.
Do I need any special equipment to print on holographic materials?

No, just your standard press.

6.
What types of applications can I recommend my customers use holographic material for?

These materials are extremely successful in crowded retail space, where the competitiveness of the shelf is high and brands need a way to catch consumers' attention. Eye-catching holographic materials can be used on almost any product, including Home & Personal Care (shampoo bottles, cosmetics, toothpastes), Food (breath mints, vitamins and supplements), Beer, Beverage and Wine & Spirits.

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7.

Are there cost implications to utilizing holographic material?

As a premium label solution, holographic materials are slightly pricier than a white, clear, metallized label, but the impact at the shelf is much more dramatic and eye-catching, and you can't put a price on tapping into the buyer's impulse.

8.

How durable is the material when considering the whole package my customers are creating?

The materials are as durable as any of our products. The holographic image is embossed and buried under the facestock top coat so it is 100% protected. The converter would surface print the graphics/text just like they would a normal label, so if they varnish typically, they still would.

9.

Any tips on using holographic materials?

Depending on the pattern you use, the amount of image/text you use is important so the pattern does not conflict. You have to take into consideration the context these products will be in and ensure you are truly being differentiated. You don't need the entire surface to be holographic – a small amount of coverage can be equally impactful.

10.

Are there any temperature considerations I need to consider when converting holographic material?

No. On the film side, we use a polyester-based PET film, it is actually higher temperature-resistant than the typical facestocks. For paper, there are no temperature or environmental considerations that need to be addressed when converting. The printability is as smooth as with any of the Avery Dennison paper facestocks.



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