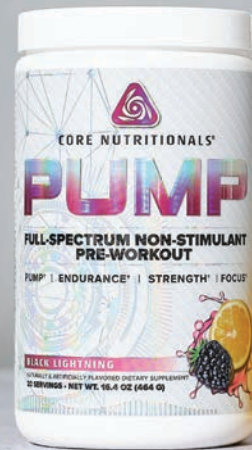


EMBELLISHMENTS



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Retail shelves are packed with competing products. With so much competition just to be noticed, it is critical to visually stand out from the rest. Selecting the right embellishment can transform your product from merely functional to truly exceptional. At Inovar, we recognize the power of advanced finishing techniques to elevate your brand and captivate consumers.

▼ BENEFITS & SOLUTIONS:

ELEVATES DESIGN

Our innovative techniques not only enhance the aesthetic appeal but also set your product apart in a crowded marketplace.

INCREASES PRODUCT VALUE

By incorporating our premium embellishments, your product undergoes a remarkable transformation, not only enhancing its perceived value but also warranting a premium price point, thereby maximizing returns on investment.

CAPTIVATES CONSUMER

Our attention-grabbing embellishments create an irresistible allure and leading to increased brand loyalty and repeat purchases.

▼ EMBELLISHMENT TECHNOLOGY:

Our embellishment solutions utilize a range of printing equipment tailored to your packaging project needs. Our digital hybrid printing combines digital and traditional flexographic printing, enabling in-line embellishment. We also possess a dedicated fleet of specialized finishing equipment to provide customized solutions that align with your product's unique requirements.

TRUSTED ACROSS INDUSTRIES:

FOOD & BEVERAGE, PERSONAL & HOME CARE,
AG-CHEM/LAWN & GARDEN, PET CARE, SUPPLEMENTS &
NUTRACEUTICALS, WINE, SPIRITS & CRAFT BEVERAGE

▼ EMBELLISHMENT OFFERINGS:



TACTILE PRINTING

A high build of ink or varnish that creates raised printing and an embossed effect. Enhancing your product's appearance, making key features stand out.



EMBOSSING

Special tools create raised areas like lettering, graphics, or shapes by imprinting the design into the label.



COLD AND HOT FOIL STAMPING

Both hot and cold foil stamping add metallic elements for a premium look. Non-metallic substrates benefit the most from this technique.



THERMOCHROMIC INKS

Specialized inks that change color in response to changes in temperature and can be ideal for refrigerated products.

▼ EMBELLISHMENT OFFERINGS CONTINUED:



MATTE, SATIN, MIXED VARNISHES

Matte varnish reduces glare. Satin offers a balance between matte and gloss, while high gloss creates a wet, shiny look.



SOFT TOUCH FINISHES

Offers a soft and smooth feel.



SANDPAPER FINISH

Gritty and rough to the touch, this finish creates a three-dimensional texture.



SCRATCH N' SNIFF

Microencapsulated scents that release fragrances when scratched, offering an interactive sensory experience.



GLITTER

Adds a sparkling, eye-catching effect to enhance visual appeal and attract attention.



SPECIALIZED DIE CUTTING

We specialize in creating unique die cut labels tailored to your products needs.



METALIZED MATERIALS

Provide a high-shine, for a premium, polished appearance.



RAINBOW AND HOLOGRAPHIC OPTIONS

Use light-diffracting patterns that shift with viewing angles, providing a high-tech look.



BLACK LIGHT INK ADDITIVES

A low-cost security feature that can be added to any label. Under a black light, the additive glows, helping to verify the label's authenticity.



PERSONALIZATION

Custom-designed to feature specific names, messages, or images, allowing for unique branding or personal touches on products and packages.



SMART LABELS

Integrate technology such as RFID or NFC chips to provide dynamic, interactive features like real-time tracking and detailed product information.