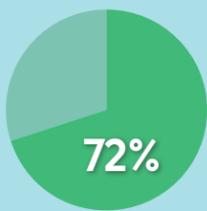


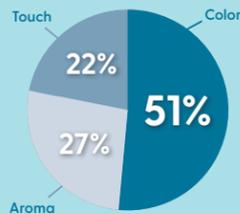
# Make an Impact with Customized Packaging

When it comes to product packaging, custom colors, stamping and embossing aren't just for decoration. In fact, customized closures and jars can help boost shelf impact, drive sales and build brand loyalty.

## Consider some revealing statistics about the impact of packaging:



72% of American consumers agree that product packaging design influences their purchase decisions.  
SOURCE: IPSOS, May, 2018



51% of consumers surveyed said that color influences them when making a purchase.  
SOURCE: Expert Journal of Marketing, April, 2020

Check out the decorative options from MRP that will make your next package design stand out from the crowd:

## Embossing/Debossing

Specific tool steel is procured to form the logo or lettering in plastic.

- ✓ Can be produced on most closure styles with the appropriate tooling changes



## Tipping

Transfers a colored foil to an embossed part by a flat, hot rubber die (consumable). Requires a raised logo created by a mold insert to make an embossment that is stamped with the foil.

- ✓ High-quality look
- ✓ Lighter tipping colors remain opaque even over darker base colors



## Hot Stamping

Color is transferred to a part by an embossed, hot rubber die. Unlike tipping, the embossment is on the rubber die instead of in the cap mold. A logo design is cut into a consumable rubber die, which can stamp any color imprint to the cap.

- ✓ Color opacity can be achieved on a dark part even with a light-colored logo
- ✓ Can be done on a curved/domed surface (specific application)



## Liner

Customize liners to seal most any product on most any container (polystyrene, polyethylene, polypropylene, PVC, PET, glass) ensuring product freshness, while boosting your brand message.



## Offset Printing

Utilizes two rollers: one embossed with a logo and one covered with ink. Ink is transferred from a flat roller to an embossed logo on a second roller, which transfers the ink/artwork to a jar or closure. Multiple colored images can be printed.

- ✓ Since this is a continuous process, it can be achieved at relatively high production rates, offering lowest conversion cost
- ✓ Because the cost of ink is relatively low, this option offers a low raw material cost
- ✓ Multiple colors can be overlaid in stages by passing the part under multiple rollers

## Highlighting (Kiss Printing)

Involves transferring a colored ink to an embossed part by printing rollers. Requires a raised logo created by a mold insert to make an embossment, which is 'rolled over' through an offset printing machine.

- ✓ Less costly version of tipping



## Ink Jet/Digital Printing

Utilizes ink jet spray heads to print ink on closure. Often used for promotional or small-run quantities.

- ✓ Enables highly flexible print design options with relatively easy to configure alphanumeric coding in random sequential or pre-set promotional codes



## Pad Printing

Pad printing transfers 2-dimensional images onto 3-dimensional objects utilizing a silicone 'pad' to pick up an image (such as your logo) and transfer it onto a closure or jar.

## Photorealistic Printing

Experience unparalleled decoration flexibility and versatility, elevating your product packaging to new heights.

- ✓ Infinite color range with CMYK+W capability
- ✓ Quickly and frequently change artwork
- ✓ No delays waiting for print plates to be made
- ✓ Highlight product features, strengthen brand identity, feature flavors and share instructions

