

# CRYOVAC®

BRAND FOOD PACKAGING

## High Impact Printing

High Impact printing on rollstock combines a proprietary recipe of technologies in both prepress and printing to address the unmet needs of the industry - broad color gamut with outstanding resolution and detail. With no restrictions on the number of available colors, the process enables you to expand your image capabilities.



## BENEFITS



### Operational Efficiency

- Better manage inventory thanks to efficient and top-of-the line printing capabilities that enables you to get what you need when you need it



### Brand Experience

- Create the premium look your brand needs to stand out at retail
- Deliver high-definition flexographic printing on an engaging package
- Graduate to printing capabilities that produce photo-realistic images with outstanding resolution, contrast and detail with no restrictions on the number of available colors

## CHALLENGE

Your packaging holds a significant influence on a consumer's decision whether or not to purchase your product. In fact, 64% of consumers claim to have purchased something new because the package caught their attention. Now more than ever, your packaging's ability to attract a shopper's attention is essential to your success when determining which product they should purchase.

## SOLUTION

High Impact printing on rollstock combines truly flexible graphics and printing with extensive food packaging experience. With no restrictions on the number of available colors, the process enables customers to expand their image capabilities and deliver an engaging printed package that stands out without increasing film cost.

## High Impact Printing

### SPECIAL EFFECTS INKS

Our Brilliant Silver ink for rollstock creates a silver finish that is not only shinier than standard silver inks, but that will successfully pass through metal detectors. This common concern for customers will no longer be an issue. With Brilliant Silver Ink you can now achieve the effect you're looking for while still meeting logistical requirements.

