

Packaging That Pops



How our new TC-2000 topcoat can help converters produce packaging with shelf appeal.

Over the past year, we've explored some of the ways consumer behavior and the shopping environment are evolving. One of the phenomena we look at is the increasingly competitive nature of the retail space, and the challenge for brand owners to find creative ways to make their packaging stand out on store shelves.

Of course, this challenge is shared by the packaging converters with whom these brands partner. In response, converters are increasingly turning to newer print technologies and techniques that can help them deliver packaging that pops.

Of particular note is an increase in the use of UV curable technologies and heavier ink laydown to create the striking, colorful looks that grab consumers' attention. Converters are also making greater investments in digital printing, looking to leverage that platform's quality output and flexibility. In a few short years, UV and digital technologies have made the turn from "emerging" to "mainstream."

Specifically, here are ways packaging designers are responding to this trend.

► Going bold with color and type

This is not just about using bold colors and/or typefaces in a design, but using them in a bold way. For example, some designers are using bold typefaces to replace images. The approach is a powerful way to make an impression on the store shelf and stand out from the competition.

► The "fresh legacy" trend

Fresh legacy refers to the use of specific visual design elements that help showcase the history and story of a brand. This could include seals, vintage photos, and retro-inspired typography.

Many newer brands are taking these design cues and applying them to give the feel of having a "legacy." ► Use of gradients

Once considered just a background detail, the use of color gradients as a primary design detail is fast becoming a significant trend in packaging design. The tactic gives designs depth, freshness, uniqueness, and greater shelf appeal.

An evolving portfolio for changing trends

The Avery Dennison Label and Packaging Materials portfolio has evolved over the years to support such trends.

Today, we offer a broad and growing selection of label and packaging solutions optimized for flexographic, electrophotographic, and UV and water-based inkjet printing technologies. We also work closely with OEMs to ensure our products are fully compatible with the equipment in converters' pressrooms.

Our latest technological innovation is just the latest chapter in this evolution.

Introducing our all-in-one film topcoat

TC-2000 is an all-in-one film topcoat that's engineered to deliver optimal performance, regardless of the print technology: water-based flexo, UV flexo, UV screen, or UV inkjet.

Developed internally, with a proprietary chemistry, the new product will replace our legacy TC-1000 (also a proprietary Avery Dennison formulation) topcoated prime film BOPP label constructions.

The new TC-2000 chemistry ensures a strong bond between ink and film, allowing the converter to lay down the heavier inks needed to achieve the sharp images, bolder looks and greater shelf appeal brands want.

TC-2000 offers three key benefits.

► Improved ink anchorage

Compared to our legacy topcoat product, TC2000 offers better ink anchorage. This makes it easier for converters to leverage a heavier ink lay to produce images and text with deeper coloration and greater sharpness. In our customer trials with TC-2000, we've found that converters using UV print platforms can often achieve such results without the use of primers or a corona treatment step. This saves time and effort, producing great results at a greater profit margin.

► Added UV inkjet printability

Digital printing is a growing force in markets ranging from food and beverage to consumer goods to industrial. Able to produce outstanding results with UV inkjet printing, TC2000 can help converters expand their business by leveraging digital growth opportunities in these areas. ► Reduced complexity and greater efficiency TC-2000 is engineered for performance across a wide range of print technology platforms.

This helps converters simplify their ordering and stocking needs, while also helping them leverage our EXACT programs on core film products.

Seeking growth in a changing industry

Our industry has changed dramatically in recent years, and we've made significant investments toward keeping our portfolio aligned with the cutting edge of conversion technology. As consumers' desires and brand owners' needs continue to evolve, packaging converters can count on us to deliver solutions to help them differentiate and grow their business.

To learn more about TC-2000, please contact your Avery Dennison sales representative, or visit label.averydennison.com/digital.

label.averydennison.com

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

