



Delivering the Extra Dimension

How holographic packaging can empower brands – delivering enhancement, on-shelf impact and brand essence

White paper



Synopsis

As brand owners increasingly look to packaging to provide a competitive edge and truly represent their brand values, API is leading the way with its creative development of holographic and highly visual optical solutions that establish a product's pack as an integral part of the brand image.

API's brand enhancement products and solutions take inspiration from the latest trend predictions in consumer products to ensure packaging meets the latest design needs. Across the luxury packaging sector, from premium drinks and food to cosmetics and fragrances, API looks at packaging design, covering materials and finishes – and asks how they can be made relevant to a brand's identity.

As brand and category managers grow more sophisticated with their market segmentation, holographic and diffractive patterns are becoming key to this differentiation, delivering luxury effects, increased customer perception and premium impact as part of the overall packaging design.

Uniquely, API's end-to-end holographic product and service capability for packaging, together with its design knowledge, is helping make holography genuinely relevant for brands.

Holographic techniques can be incorporated into packs, enabling designers to craft an extra dimension to the final packaging. API works with customers and design teams to develop this concept – from knowing how the light will catch a shopper's eyes by combining with the pack structure and print, to taking inspiration from the latest trends to deliver dynamic impact, the opportunities to add depth and sophistication are aplenty.

By delivering the completed product solution through working across the packaging supply chain, API has helped a number of new and exciting holographic packaging designs launch in the market. From a new premium impact drinks gift box for a leading vodka brand, which highlights the interplay with the print, and a Fresnel holographic lens that enhances the unique branding device, to the subtle visual elegance delivered on the Remy Marquee – holograms are delivering an edge to countless brands.

API's brand enhancement creative development service – Holonique™ Boutique

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Brand owners operate in a highly competitive consumer marketplace, and are continually looking for new methods of product enhancement and differentiation. The unique visual effects of holography provide a competitive edge by lending consumer products enhanced brand impact, point of sale appeal and a greater perceived value.

API's new creative development service is able to provide knowledge of specialised uses of holography and 3D Designs through its new **Holonique™ Boutique** service.

Holographic images often work best when integrated into the overall pack design, with the use of transparent, translucent and opaque inks combining with techniques such as embossing and varnishing to provide effects that range from subtle enhancement to brilliant impact. The only limit to these effects is often the imagination of packaging designers and brand managers.

API's **Holonique™ Boutique** works with all its customers to help find the most effective holographic pack enhancement effects that add real value. From the feminine styles of the 'Graceful' trend to the metallic layering of 'Reflex Futures', packaging designs take inspiration that is relevant to each brand's identity.

The team is led by David Peters, Creative Development Manager, whose 20 years' experience in the luxury products and packaging sectors is helping to 'spark' innovation and aid brand evolution to a larger audience, including designers, printers and brand owners.

Recently, David has helped develop the use of layered structures with holography to deliver diamond effects that link with the latest trends.

Available as all-over backgrounds or specific images highlighted on packs, the crystal and cluster effects deliver a level of precision detail that is unachievable with print alone.

This breadth of experience is ensuring that API can help identify relevant trends and specify the best packaging approach for its customers.

Delivering for customers from the start

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By working to identify the underlying need in each customer's brief and ensure that the creative solutions presented answer this need, API's recent work with holography is delivering the very best results for each customer's pack.

Starting work with customers from a much earlier stage ensures the **Holonique™ Boutique** team are able to guide the customer through the complete process, with support at every level. From the initial meeting and brief, to the design and holographic process of origination, embossing, and production, this ensures the finished pack is delivered on time and in full.

It is this end-to-end capability that delivers results for customers, and has helped API successfully work with a wide variety of printer, integrators and brands across numerous categories.

Acting as an extension to customers' teams is key – an excellent example is API's work with Taittinger to provide premium effects for their champagne.

Working with such a luxury brand has provided API with insight and inspiration into the food, drink and other premium product categories, and also brought trends to its attention for the benefit of other customers

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API's heritage is a unique combination of long experience in foil manufacturing and highly-specialised technical expertise in holography. The business's track record goes back more than 90 years to the early production of embossed stamping foils for decorative and security applications, and the original development of industrial holograms in the 1970s and 1980s.

Recently, API's technical development has continued apace with the introduction of wide web embossing machines, 'seamless' shim technology and other innovations such as **Holonique™**, which offers decorative holographic patterns unique to each brand.

Holonique™ ensures shelf appeal and visual impact through bespoke holographic elements. Available in two options, it can be added to customers' logos, simple graphics or text to achieve effective brand recognition. Alternatively, API can originate new designs and enhancement effects to specific customer requirements, in order to achieve a unique and high-impact packaging design. For example: condensation on a bottle or diamonds on a pack.

With techniques such as **Holonique™**, and the design input of **Holonique™ Boutique**, API provides high-impact holographic solutions for the brand enhancement and packaging markets, helping brands to boldly stand out in today's competitive retail environment. The business's capabilities extend across the full holographic manufacturing process – design and origination, base foil manufacture, and finished hologram production.

This breadth of expertise means API's products can be specifically 'tuned' to customer requirements, and together with the versatility of API's laminating foils and films, is enabling holographics to be configured to a variety of packaging formats with minimal or no impact on standard converting and printing processes.

Printers and packaging manufacturers can be confident that API's holographic products will run efficiently on all widely-used machinery types, including platen, cylinder and rotary presses, achieving a full, clean application across a wide range of substrates.

Finally, API's interest doesn't stop when the product leaves the door – its specialists give press-side support and troubleshooting when required, including product advice, monitoring of trials and product introductions at customer sites.

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API uses its wide range of novel visual effects to create exciting and engaging holographic designs that make products distinctive, communicate brand values and attract more consumer interest.

While holography is widely used to protect goods, it is its combination of eye-catching appeal and powerful security in one package that makes it the ideal addition to many brands. The bright colours and dynamic movement of a hologram, together with the traditional print on a pack, add the kind of depth and dimension with which consumers love to interact.

By providing this holographic interplay with print and helping brand owners visualise their brand's potential, API's brand enhancement products and creative development service are ensuring brand packaging meets the latest in design needs and delivers an extra dimension to customers.

Whether used as an integral part of the brand packaging for seasonal or promotional packs or for in-store impact, holography is providing great scope to creative and innovative designers, and helping position products ahead of competitors by delivering first-class effects from subtle sophistication through to dynamic kinetic movement.

About API

API is a leading manufacturer and distributor of foils, laminates and holographic materials which provide exceptional brand enhancement for consumer goods and printed media worldwide. With roots in the British paper industry, the company's reputation is founded on a trading history going back over a century.

Operating from thirteen locations across Europe, America and Asia, API's packaging solutions enable companies across a wide-range of industry sectors including alcoholic drinks, confectionary, tobacco, perfumery, personal-care, cosmetics and healthcare to empower their brands on the shelf and in the hand.

API Group is an indirect subsidiary of Steel Partners Holdings L.P. a global diversified conglomerate that is listed on the New York Stock Exchange (ticker: SPLP) and which, through its subsidiaries, engages in industrial products, packaging, energy, supply chain management, logistics, banking, food products and services, sports, training, education, and the entertainment and lifestyle businesses.

For more information on API and its range of foil, laminate and holographic brand enhancement products visit its website at www.apigroup.com.



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