

Tactile Packaging

Product Differentiation Using
Sensory Packaging



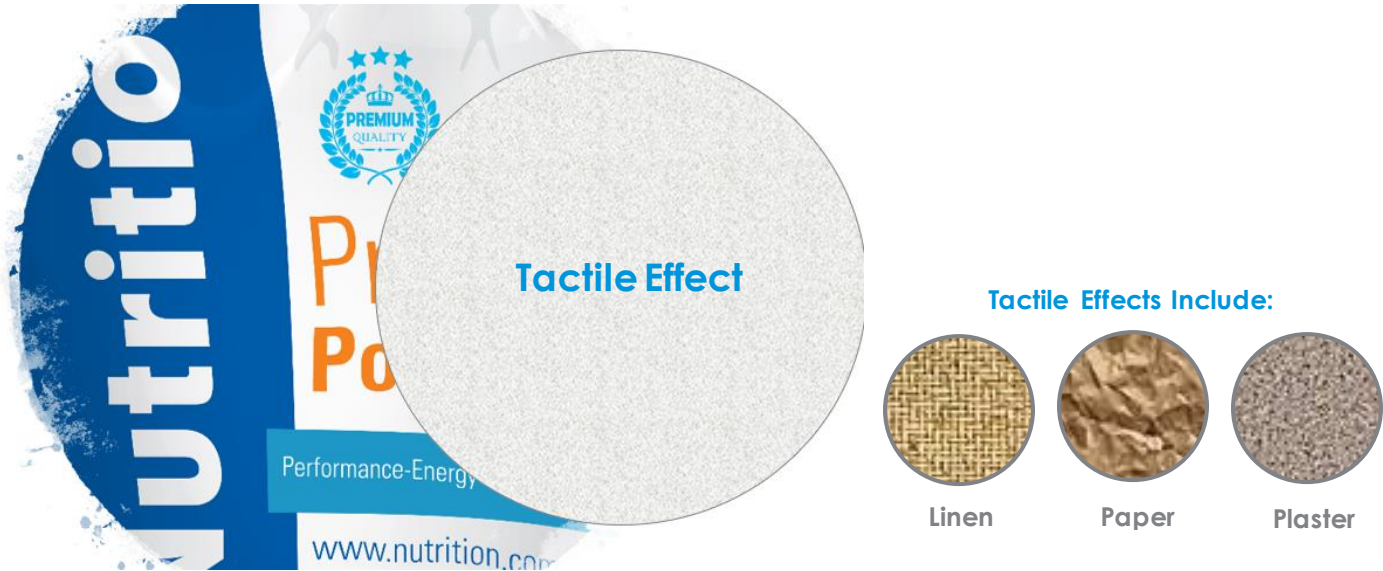


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Product Differentiation Using Sensory Packaging

Traditionally packaging design and branding emphasised colour, graphics and shape to differentiate products. By focussing on another one of our senses, touch, we have developed our Tactile Packaging, the ultimate in premium packaging design. This provides a paper like effect while still giving the benefits of plastic such as durability, extended shelf life and production efficiencies.

To achieve this premium artisan feel we add a clear lacquer coating to the exterior surface of the packaging which can be applied to OPP and PET surfaces. Our high barrier film fully protects the product, maximising freshness and quality.



Get in touch

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