

Cast and Cure™ Label Effects

Cast and Cure™ is a durable decorating process that can include ultra-high gloss, matte and holographic finishes on a variety of substrates. This new technology provides several benefits:

- **Eye-popping effects without the high cost of traditional holographic materials**
- **Custom patterns can include logos, security and anti-counterfeiting features, or other design elements**
- **Can be spot areas of a label, carton, pouch, shrink sleeve or tube as well as 100% coverage**
- **Material can be re-used repeatedly**
- **Image effect is durable, water-resistant, chemical-resistant, scuff-resistant and 100% recyclable**
- **Doesn't deform with flexible pouches, heat sealing, or crimping**

The most significant benefit is the cost savings. Cast and Cure™ creates stunning effects at a fraction of traditional costs associated with lamination, hot foil and cold foil stamping.



In addition to Cast and Cure™ our unique packaging tubes are produced by shaping and crimping pressure-sensitive labels. This allows:

- **Significantly lower cost than traditional tubes**
- **Dozens of materials available, including foils and even clear substrates**
- **Greater decorating options available than with traditional tubes**
- **Reduces packaging inventory levels and storage area required**