

## CATEGORY

Health &  
beauty

PRINTBAR  
UNCOVERED

# Enable mass customisation with foiling

Creativity and innovation in label design can mean the difference between success or failure for a brand marketing campaign.

Digital foiling is a cost-effective way to enhance shelf appeal – combined with variable data it truly delivers the wow factor!

## LABEL PRODUCTION

**Application:** Health & beauty

**Substrate:** PP Clear

**Embellishment:** Mass customisation with foil and varnish

## CONFIGURATION

**Press:** Graphium with post digital printbar system

**Printbar:** 1 X 6 with GS12 Xaar print heads

## PROCESS

**Digital:** YCMK

**Printbar:** Varnish and VDP

**Flexo:** Foiling

## LABEL SAMPLE STATISTICS

**Printbar ink per image (g):** 0.020

**Digital press ink per image (g):** 0.011

**Coverage (%):** 25%

**Volume produced:** short run 1500 labels



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