

The book was found

Label Embellishments And Special Applications: Exploring The Techniques And Processes Used For Adding Decorative Finishes And Functionality To Labels



Synopsis

The retail shelf is the frontline in the drive for brands and products to gain the attention of increasingly distracted consumers. Labels play a critical role. Not surprisingly, the demand to increase the visual appeal of labels is growing quickly. Label production technology is advancing rapidly to keep up and expanding the range of embellishment and decoration techniques available. This book explains in detail all current methods of label enhancement. It begins with a thorough review of the more traditional methods such as foiling, embossing and novel printing techniques, and introduces the new technologies and innovations. The use of smart materials, developments in multi-web manufacturing and the introduction of electronics in particular, are accelerating the evolution of the label as a more functional packaging component. These "smart" and "active" labels allow packaging to engage and interact with a wider range of human senses and smart devices. Their application, and the opportunity it presents, is covered in depth. Chapters include: Introduction and markets Foil stamping processes Holograms Embossing Bronzing process Ink metalization Intaglio printing Lamination Thermography Special effect inks, varnishes and coatings Laser die-cutting Smart, active and intelligent labeling Label leaflets and multi-layer constructions

Book Information

Paperback: 84 pages

Publisher: Tarsus Exhibitions & Publishing Ltd; 1 edition (June 2, 2016)

Language: English

ISBN-10: 1910507083

ISBN-13: 978-1910507087

Product Dimensions: 8 x 0.2 x 10 inches

Shipping Weight: 8.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,455,002 in Books (See Top 100 in Books) #72 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Packaging #280932 in Books > Textbooks

[Download to continue reading...](#)

Label Embellishments and Special Applications: Exploring the techniques and processes used for adding decorative finishes and functionality to labels Complete Book of Decorative Paint Finishes: A Step-by-Step Guide to Mastering Painting Techniques for the Home FBA: Beginner's Guide, Private

Label & Launch Your Own Product (Private Label,How to Sell on ,Selling on ,Fulfillment By ,eBay,Etsy,Dropshipping) (Volume 1) The Art of Faux: The Complete Sourcebook of Decorative Painted Finishes (Crafts Highlights) Paint Style: The New Approach to Decorative Paint Finishes Label Design and Origination: Repro and prepress processes Conventional Label Printing Processes: Letterpress, lithography, flexography, screen, gravure and combination printing The Winterthur Guide to Recognizing Styles: American Decorative Arts from the 17th through the 19th Centuries (Winterthur Decorative Arts Series) Simply Creative Faux Finishes with Gary Lord: 30 Cutting Edge Techniques for Walls, Floors and Ceilings Creative Cloth Doll Collection: A Complete Guide to Creating Figures, Faces, Clothing, Accessories, and Embellishments Symbian OS C++ for Mobile Phones: Programming with Extended Functionality and Advanced Features (Symbian Press) Symbian OS C++ for Mobile Phones: Programming with Extended Functionality and Advanced Features: 2 (Symbian Press) Toilet Paper Origami: Delight your Guests with Fancy Folds & Simple Surface Embellishments or Easy Origami for Hotels, Bed & Breakfasts, Cruise Ships & Creative Housekeepers (Crafts/Towel Folding) Special Applications and Advanced Techniques for Crack Size Determination (Astm Special Technical Publication// Stp) Read It Before You Eat It: How to Decode Food Labels and Make the Healthiest Choice Every Time Wine Labels: A Worldwide History Old-Fashioned Luggage Labels (Dover Stickers) Wings of the World Luggage Labels: Travel Stickers Beer Labels of the World Period Finishes and Effects (English and Spanish Edition)

[Dmca](#)