

ENSURING CUSTOMER SUCCESS:

Custom solutions for a premium
matte-finish, textured label look.

Achieving a sensory, premium look and feel without sacrificing shelf appeal and label resilience.

For brands in the beverage and personal care markets, it's all about creating a more sensory experience for consumers. Introducing Macaran's luxury matte-finish solutions for companies seeking more shelf appeal and environmental resilience for their premium products.

As today's consumers are faced with a wide range of products that offer similar experiences, packaging plays a more important role than ever before. Nowhere is this truer than the premium beverage and personal care categories.

Buyers paying a premium for craft spirits, wines, shampoos and body lotions respond to packaging that conveys a more luxurious experience. A textured, matte finish combined with high definition printing creates layered visual elements that differentiate products on the shelf and increase brand loyalty. Unfortunately, traditional matte-finish print methods and materials mean these complex labels are less resilient, and require multiple



finishing processes that can unnecessarily increase delivery times and drive up costs.

Macaran has created a proprietary process that offers brands a way to achieve the look and feel of a premium, textured matte finish while increasing shelf appeal and label resilience. This unique process allows our labels to have an even sharper contrast between high definition printing and foiling, and the matte-finish material itself, than uncoated estate papers that require extra processing on-press.

Macaran's matte-finish, textured labels create a luxurious, velvety touch while ensuring your maximizing on-the-shelf appeal and product resilience. To learn more about how we can help you achieve immediate results, contact us today for a free consultation.



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