

Ensuring Customer Success



Labels. It's Personal.

Nowhere is the look and feel of a label more important than in the personal care and cosmetics industries.



The personal care and cosmetics industries are where highest label quality and toughest resilience demands meet. Consumers of these types of products want a multi-sensory experience. Both the look and feel of the label informs consumer behavior and once purchased, the packaging must endure the rigors and demands of daily-use environments.

Macaran has been printing highest quality personal care and cosmetics labels for four decades. Our state-of-the-art press, prepress and finishing technologies are designed to meet the demands of personal care and cosmetics companies regardless of label job sizes. The Macaran advantage includes:

- State-of-the-art press technology capable of printing the most demanding vignettes and proprietary tactile ink effects
- Highest-clarity film constructions offering a crisp, seamless 'no-label' look
- Seven-color high definition digital inkjet printing on one of the only presses of its kind in the entire Northeastern region
- Proprietary luxury matte-finish specialty coatings solutions for companies seeking a unique 'touch' and increased differentiation on the retail shelf
- Sharpest definition and contrast between printing and foiling with custom process solutions tailored to the requirements of the personal care and cosmetics industries

Today's consumers are seeking personal care and cosmetics products that reflect a multi-sensory, more luxurious user experience. Macaran's decades-long expertise and application knowhow in these markets will help to ensure your products are delivering eye-catching graphics while conveying an authentic experience to even the most discerning consumers.

For more information about our personal care and cosmetics labeling solutions, please contact us.

macaran
printed products
Bold. Impactful. Innovative.