

Summer 2011

VAASSEN

A Clondalkin Company

FLEXIBLE PACKAGING

InnerlinerNews

Embossing, making a difference

In today's world it is all about branding and positioning. Marketing is the tool to get your products across to your customers. Your choice of packaging can help and enforce your brands and brand families by using colours, texts and logos. The latter cannot only be printed, but also embossed into the innerliner. Apart from the traditional text 'Pull', the modern techniques allow you to use more advanced and finer logos and designs.

Advanced technical solutions for the embossing rollers in cooperation with Dutch innerliner will give great results. For the very best quality results we recommend aluminium foil laminated to paper. The strong advantage of using aluminium foil as a base material is that the memory of the foil will keep the perfect embossing in your product. Other materials can be treated as well, but the best results are achieved with the traditional aluminium foil laminated to paper innerliner.

At Vaassen Flexible Packaging, we understand the impact that embossing will have on brand colours and we will make sure that you get the right colour for your brand after embossing. Whichever innerliner you choose, the best visual embossing results will be achieved with bright coloured innerliners that are not too dark.



The standard innerliner materials at Vaassen are all ready for embossing and do not have to be prepared or treated separately. They can be placed on all known packers with embossing units.

Thus you can easily create a unique feel and touch with a standard material just by embossing your own unique design. Different flavours within the same brand family can each be distinguished through using individual coloured innerliners and then be bound together with the same embossing to clearly enforce the overall brand identity.

Stay in touch with the Dutch when it comes to your innerliners.

Why you should specify Vaassen innerliner for embossing:

- We prepare colour samples with and without embossing so you can see the influence of embossing on the underlying colour
- Vaassen standard innerliner materials are all ready for embossing
- Our expert team can recommend the ideal settings for your embossing units to achieve the best results

At Vaassen we are committed to our corporate social responsibility. We do not only want to decrease any negative impacts our activities may have on nature, society and prosperity, we also want to achieve positive effects on these elements.

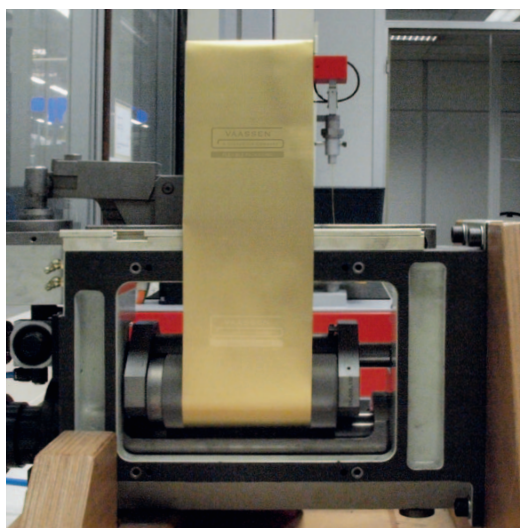
This means we put maximum effort into sustainable developments of our organization, our machines, our suppliers, our products etc.

Success will not only depend on our own organization but on every company in our supply chain.

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