

Illo Rainbow, Hologram labels

Definition

- Metallized substrate (on paper or film) presenting a pattern diffracting the light. Following the incidence angle, the reflected light will show all the colours of the spectrum. This effect is achieved by micro embossing.
- Different patterns are available and special patterns can be created.
- As for the metallized label, the printer can play with the transparent or opaque inks.

Advantages

- The Holographic paper gives depth and glitter to the label.
- It highlights the label design.
- It is ideal for promotional campaigns.



For more information please contact us

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