



INNOVATIONS & TRENDS EXPECTED IN 2018-2019



TRANSPARENT INK JET  
ON CLEAR GLASS

INK JET 3D UNDER METALLIZATION

TRANSPARENT COLOR INK JET 3D  
ON CLEAR GLASS

PERSONALIZE  
YOUR PROJECT  
**WITH INK JET 3D**





COMBINATION OF  
HOT STAMPING  
& **INK JET**





COMBINATION OF  
HOT STAMPING  
& **INK JET**



COMBINATION OF  
PRECIOUS METALS  
& **INK JET**





METALLIC COATING





TRANSPARENT  
INK JET 3D







## BLACK METALLIZATION & LASER ETCHING

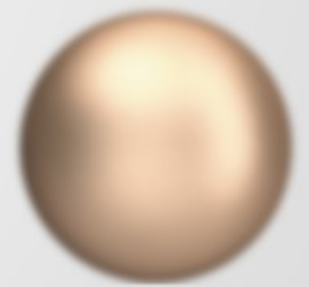




TRANSPARENT & COLOR  
**INK JET 3D**



METALLIZATION  
WITH **PEARL EFFECT**









**MATT** METALLIZATION





# SIMPLICITY

MINIMALISM CAN COME ACROSS AS SOMEWHAT ABSTRACT AND PRIMITIVE, KEEPING IT SIMPLE PLAYS AN IMPORTANT ROLE IN HELPING US ACCESS OUR INTUITIVE SIDE.

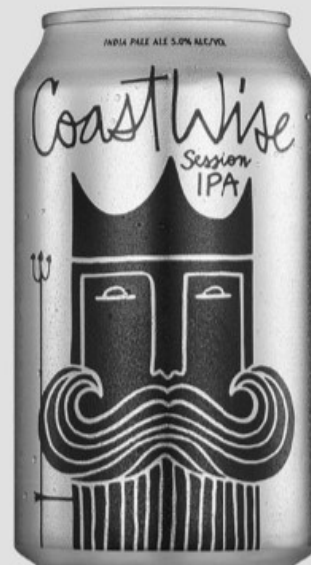
USING SIMPLE SIGNS AND SYMBOLS WE CAN QUICKLY COMMUNICATE WITH THE CONSUMER.





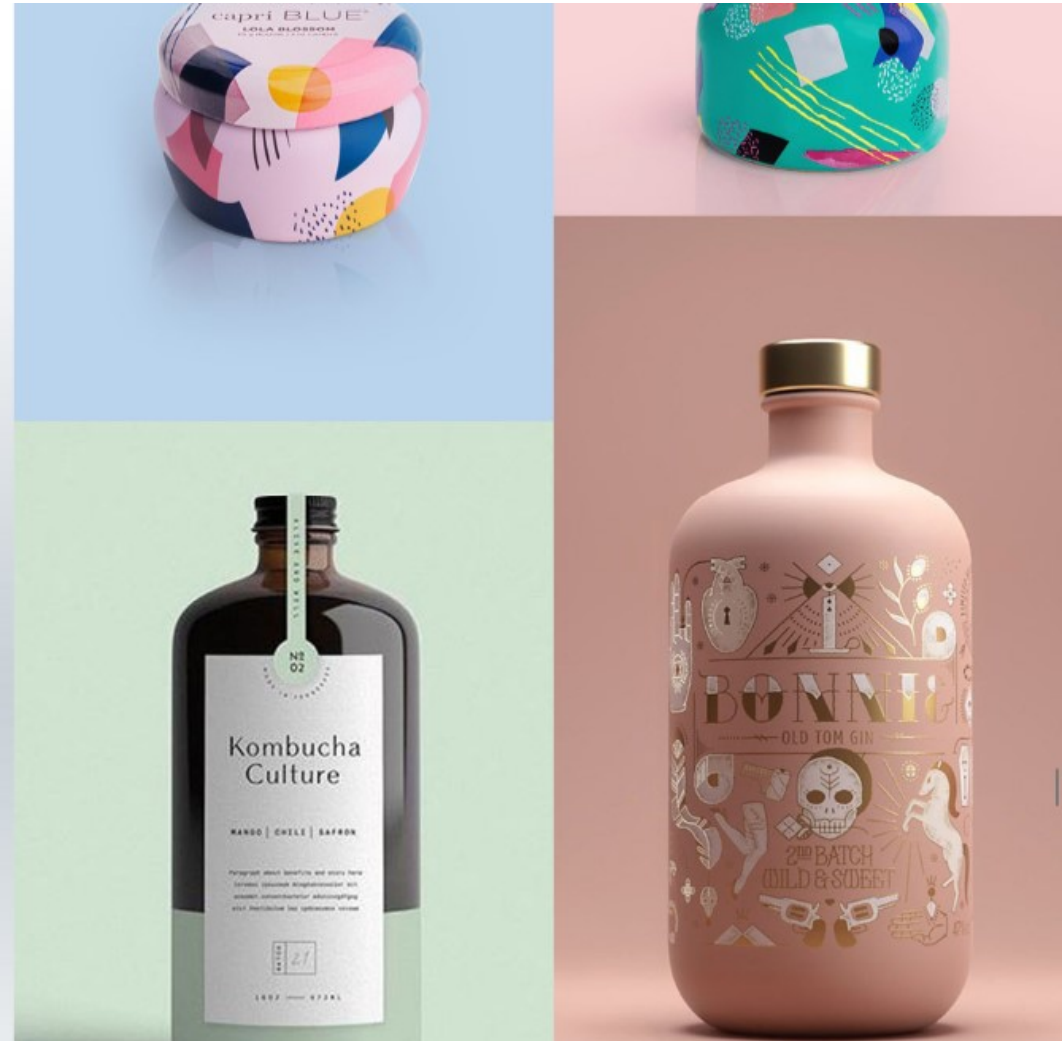
## DOODLES

WHEN SEEN ON PACKAGING, DOODLES CAN TURN A PRODUCT INTO A FUN UNIVERSE THAT WAS BORN FROM SOMEONE'S IMAGINATION AND SHARED WITH THE WORLD. THEY ALSO HAVE A WONDERFUL WAY OF DESCRIBING WHAT'S INSIDE THE BOX. MANY TIMES WE'RE SMILING BEFORE WE EVEN TOUCH THE PRODUCT.



# PASTELS

THE REDUCED SATURATION MAKES PASTELS A GREAT CHOICE FOR CREATING A SOFT, PALE EFFECT THAT GIVES PRODUCTS A CANDID AND WARM AURA, WHICH IS TRANSLATED INTO A PLEASANT AND WELCOMING MESSAGE FOR THE POTENTIAL CUSTOMER.





# STANDOUT MATERIALS

THANKS TO MATERIALS REFERRING TO NATURE, THE PACKAGING WILL STAND OUT ON THE SHELF AND WILL HELP BUILD THE BRAND'S IDENTITY.



# VINTAGE

VINTAGE TELLS A STORY OF TRADITION, RESPECT AND PASSION, ELEMENTS THAT REMAIN ALIVE—FROM A DESIGN STANDPOINT—THROUGH ORGANIZED STRUCTURE, DENSE DETAILS AND STRONG, LASTING IDENTITY.





# VIBRANT GRADIENTS

TODAY, THE USE OF GRADIENTS SEEMS TO BE MAKING A COMEBACK. WE ARE SEEING MORE AND MORE COLORFUL GRADIENTS, ADDING DEPTH AND FORM TO PACKAGE DESIGN.





# THANK YOU FOR ATTENTION

## **Contact Information;**

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