

# COLOR-LOGIC®

## Labels

Specialty printing effects increase engagement and influence conversion.

### Common Applications/Uses:

- ▶ Create dimensional effects so an area appears to change color from light to dark as light reflects from the design
- ▶ For high end products, create a watermark that seems to vanish and reappear
- ▶ Combine multiple Color-Logic® effects like gradients and dimension to create a one-of-a-kind design
- ▶ Add this technique to any label to elevate specific design elements
- ▶ Impress your customers with metallic dimensional effects on product labels



### Features

- Process Metallic System that uses CMYK plus white or silver inks to create up to 250 different metallic colors
- Creates different effects such as gradients, watermarks and dimension
- Finished on rolls
- Low minimums - quantities starting at just 100
- Hand or machine application options
- freeform™ laser cut labels – utilize a custom shape for your unique brand