




Knowledge Centre – 2010



Folding Carton Shows Off



One sure fire way to obtain a “look-at-me” look is via holographic technologies offering geometric, shimmering, and reflective metallic effects that provide the consumer with an almost interactive experience. Quite unlike any other decorative medium, the diffractive nature of holograms—the ability to incorporate all manner of designs within the surface—simply invites attention. Few can resist handling a product that contains a holographic design element or security feature, and this in itself reinforces the “must-have” desire and aids in the shifting of goods from the shelf and into the shopping trolley or basket.

The brilliance of holograms appeals to some form of primitive magpie element in our psyche; they have a retentive value, and holograms are not only useful for new product launches, they help revitalize sales of a mature product and are useful in highlighting coupons, change of ingredients, competitions, and other promotional incentives.

There are several types of holograms. A reflection hologram, for example, is viewed when lit from the front. A transmission hologram, on the other hand, is viewed by shining light through it from the reverse side. An embossed hologram—the type typically associated with packaging applications—is made by backing a transmission type with a mirror reflecting substance that allows it to be viewed when light strikes the front of the package or other material surface.

Holograms can be produced in the form of patterned foils, as 2-D images where all the information is contained on a single plane, as 2-D/3-D images whereby even flat artwork or a photographic subject can be made to take on the appearance of 3-dimensional characteristics, or with planes appearing to float at different depths within the image. Alternatively, true 3-D imagery or effects can be created, providing the illusion of looking around an object, one that may seem to rotate or float in space according to changing angles of view.

True 3-D imagery, that is the so-called classically produced hologram, is available also. This method of hologram production involves the skill of a craftsman holographer in creating a master image from a model or other subject using specialized equipment. Not only does this method of production create the most visually stunning of all the holographic methods, it provides the highest level of security in anti-counterfeiting applications in that the hologram itself cannot be copied. A counterfeiter would need access to the original master, expensive equipment, and craftsman skills.