

# 7

## Ways to Make an Impact

# With Decorative Caps & Closures

When it comes to designing the perfect package, custom colors, stamping and embossing aren't just for decoration. In fact, customized caps and closures help boost shelf impact, drive sales and build brand loyalty. Consider some revealing statistics about the impact of attractive packaging:



About **70%** of purchase decisions are made at the shelf. The product has about three seconds to engage the consumer.

Source: Store Brands



Roughly **64%** of consumers will sometimes buy a product off the shelf without researching it first.

Source: Brand Packaging

▶ Packaging drives **36%** of purchase decisions—more than digital ads, TV ads or peer feedback.

Source: Affirmova/MeadWestvaco

▶ About **41%** of consumers make a repeat purchase because of a product's packaging.

Source: Affirmova/MeadWestvaco



Check out this list of decorative options that will make your next package design stand out from the crowd:

## 1. Embossing/Debossing

Specific tool steel is procured to form the logo or lettering in plastic.

- ✔ Can be produced on most closure styles with the appropriate tooling changes



## 2. Tipping

Transfers a colored foil to an embossed closure by a flat, hot rubber die (consumable). Requires a raised logo created by a mold insert to make an embossment that is stamped with the foil.

- ✔ High-quality look
- ✔ Lighter tipping colors remain opaque even over darker base colors

## 3. Hot Stamping

A colored foil is transferred to a closure by an embossed, hot rubber die. Unlike tipping, the embossment is on the rubber die instead of in the cap mold. A logo design is cut into a consumable rubber die, which can stamp any color foil to the cap.



- ✔ Color opacity can be achieved on a dark-colored cap, even with a light-colored logo
- ✔ Can be done on a curved/domed surface (specific to the application)



## 4. Offset Printing

Utilizes two rollers to transfer ink/image to flat caps and jars. Ink is transferred from a flat roller to an embossed logo on a second roller, which transfers the ink/artwork to a jar or closure. Multiple colored images can be printed using multiple rollers.

- ✔ Relatively high production rates can be achieved, offering the lowest conversion cost
- ✔ Because the cost of ink is relatively low, this option offers the lowest raw material cost
- ✔ Mold-Rite Plastics (MRP) offers up to four colors on caps and jars

## 5. Highlighting (Kiss Printing)



Involves transferring a colored ink to an embossed cap by printing rollers. Requires a raised logo created by a mold insert to make an embossment, which is 'rolled over' through an offset printing machine.

- ✔ Less costly version of tipping



## 6. Screen Printing

Decorating is done by applying ink through a silk screen.

- ✔ Because the ink is thick and opaque, there is no chance of colors showing through
- ✔ The ink is slightly raised from the surface to produce a high-quality image with fine print that is clearly legible
- ✔ MRP offers up to two colors on caps and jars

## 7. Ink Jet/Digital Printing



Utilizes ink jet spray heads to print ink on the closure.

- ✔ Commonly used for promotional or small-run quantities
- ✔ MRP currently offers alphanumeric coding in random, sequential or pre-set promotional codes

There's more to learn about the Four Key Questions for Designing Great Packages. Click here to watch the full presentation.



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