



TRUSTSEAL® SFX

Lift up your brand

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A fine sense for the mood of consumer trends is hugely important to the wine and spirits industry. The offer for aficionados and connoisseurs, closely linked to culture and tradition, is appropriately diverse. Herein lies the potential, by partnering with us at the POS, to fully exploit your brand in an array of upmarket items. Help orientate your customers with a real eye-catcher in the realm of flat packaging. TRUSTSEAL® SFX opens a new dimension in spectacular packaging designs. Your product is not just a real pleasure, but also a real looker.

Keep up with the industry trend for premiumization and turn your product into a premium item. We are specialists in single-image applications, and our impressive 3D-effect TRUSTSEAL® SFX provides you with a remarkable holographic decoration.



Your brand close at hand

Products finished with TRUSTSEAL® SFX are impossible to overlook at the POS. Transparent, colored or in metallic gloss, our holographic single image designs create extraordinary edge-defined 3D effects on flat surfaces like packaging and labels. Whether round, square or custom shaped – TRUSTSEAL® SFX brings out every detail of your packaging and lets consumers glimpse the world behind your product and brand.

TRUSTSEAL® SFX breaks motifs out of their flatness. The three-dimensional effect of finished elements like logos and key visuals is so realistic that it sparks a strong impulse to touch. An ideal solution then to draw precious customer attention on retail shelves to your product and your brand – and get them to snatch it up.

TRUSTSEAL® SFX – the premium effect at a glance:

- Individual image design with 3D look
- Holographic design
- High edge definition
- Wide range of colors: all LUXOR® colors, transparent, metallic



Standing out in processing

Efficient, precise, sustainable – TRUSTSEAL® SFX shines threefold in processing as well. The enthralling holographic designs are ideally suited to decoration of primary and secondary packaging. The individual images look raised and are applied with hot stamping or cold transfer onto paper or board packaging, shrink-sleeves, and paper and PET labels. Our application procedures can be adjusted to your specific efficiency and sustainability requirements.

If your sustainability balance sheet is a particular concern then our cold-transfer module, DISTORUN®, is your go-to solution. It sets a new standard for saving of material. Not only does it custom-fit and transfer individual holographic images, it also enables the module, in further runs, to exploit material sections not utilized in the first finishing run. The benefit to you is both ecological and economic, and you can expand it yourself with our decorations.



KURZ transfer technology: sustainable facts

Packaging decorated with KURZ transfer technology is demonstrably deinkable, compostable and reclaimable (provided that the packaging itself is compostable). The use of low material thickness and non-hazardous raw materials makes this possible.

Contact

Are you interested in TRUSTSEAL® SFX for outstanding product design, or in a transfer solution for efficient processing of your single image designs? Speak to our experts. We would be happy to advise you.



www.kurz-graphics.com

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