

Holographic Packaging

Holograms give a visual appearance of a 3 dimensional image by providing depth to a design. They also have a rainbow colour throw effect. These features make holograms an important tool to provide security against duplication as well as to provide eye catching aesthetic appeal. When holograms are fused with packaging technologies, they open up an

exciting variety of designing possibilities.

Holograms are preferred for all branding applications where it is either important to provide high security or to give the consumer an interactive

medium to view variable images or just simply to provide spectacular differentiation.

PPL is probably the only company worldwide that offers a complete holographic solution. We have successfully integrated holograms across our packaging technologies namely flexibles, labels and specialised cartons.

