

A close-up photograph of several vibrant pink orchid flowers with dark pink centers and yellow stamens, set against a light beige background. The flowers are arranged in a cluster, with some in full bloom and others as buds.

# soft

Individual  
Packaging  
Technics  
Spa



# Jokey IML.

## You will be entranced.

Our new, exciting In-Mould Labelling will turn your packaging into a multi-sensory, intelligent marketing tool. Everything is possible: colours, aromas, look and feel – and now also interaction with smartphones, optimised scanner features and uncopyable security functions.

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### Digital Watermark

The digital watermark offers the smartphone user an unparalleled wealth of additional information. The invisible mark is spread over the entire packaging. At the POS it replaces the barcode, resulting in time savings of 50% when scanning.

### Spot UV

The spot coating adds a special sheen to selected motifs.



### Tactile coating

The raised structure gives the motif an exciting 3D effect. It arouses the observer's curiosity to hold it in their hands.

### Soft Touch

So soft, so velvety. You will never want to let go of the packaging with the delicate soft touch effect!



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