

The background of the entire image is a vibrant orange gradient. Several bright red chili peppers are scattered across the frame, with one in the foreground being particularly prominent and in sharp focus. The word "spicy" is written in a large, white, lowercase, sans-serif font, centered horizontally and partially overlapping the chili peppers.

# spicy

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.

The future of packaging is currently being rewritten. Be part of it. With Jokey.

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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.



### Blacklight

Writing, symbols and motifs change to a different colour under blacklight. Whether this is used for novelty effect or to enhance product safety; the blacklight application increases the product's value.

### »Curry« Fragrance

Scents attract the consumer. Whether pastries or washing agents are concerned: The packaging bewitches the consumer's sense of smell. The aroma can either be permanently emitted or released by rubbing.