

# REVOLUTION

PRINT AND PACKAGING

## Anatomy of a Label



### Lamination

- Gloss
- Matte

### Varnish

- Spot or Flood
- Gloss
- Soft-touch
- Matte

### Custom Die Cut

- Any shape or size

### Embellishments

- Cold Foil
- Cast and Cure

### Printed Artwork

- 4-color Process
- PMS Inks
- White Ink
- Metallic Ink
- VDP (Variable Data Printing)
- Infrared Ink (Security)

### Film or Paper

### Printed Artwork (Label Back)

### Adhesive

### Release Liner

- Paper
- PET

