

Augmented Labels

Where *aesthetics* meet *security*.

What Are Augmented Labels?

Tecma LLC's Augmented Labels were created to satisfy your need to have distinguished labels that go beyond custom or even high-quality Prime Labels. Augmented Labels are decorative and accentuated with one or more unique Print Effects.

Create enticing product labels that will increase brand awareness and sales. Print Effects not only add aesthetic value, these features add print security elements that help verify your products compared to imitations.

Bottom Line: The Benefits

Augmented Labels combine high-end Prime Labels with advanced print-security features. In today's market, it's crucial to have labels that meet both needs. The main benefits of Augmented Labels are:

1. Influence customer behavior by conveying key brand attributes.
2. Stand out from competitive products with the addition of unique Print Effects.
3. Easy-to-recognize (but not to replicate) brand security features.

Print Effects For Enhanced Labels

3D Feel Print: Raised ink offers texturized text and images for a 3D feel. The added detail takes label quality to the next level.

Micro-Text: Extremely small print contributes to design detail as well as adding security measures. Can also be printed onto tamper-evident tape.

Color-Shifting Inks: Like ink in currency, color-shifting inks display two distant colors depending on the angle of view.

Holograms: Holograms can be worked into the design of the label, augmenting its security features while dramatically increasing visual interest.

Foils: Metallic foils offer print security and can be added to graphics and logos for a captivating design.

Black Light Inks: Fun and interactive black light inks engage consumers. It also adds a covert security feature to any product.

