



HEDONISM

Visit our website
and discover more



Experience luxury with premium packaging



A must for us, an option for the rest

Experience luxury with premium packaging

Luxury packaging must communicate **quality**, **exclusivity**, and **value**, and the All4Labels luxury packaging range is designed to make the most out of every product's potential. Everything starts with high-quality materials, such as premium paper, cardboard, and metals. Then many different sophisticated printing techniques, embossing options, and other embellishments can be explored, adding to a package's visual appeal.



By combining carefully selected premium materials and utilizing **advanced printing technologies**, we are able to create luxury packaging solutions that effectively fulfill the key objectives of brand owners.

1

Reinforcing brand identity

Customized packaging allows luxury brands to create unique, identifiable packaging that reflects their brand identity. Elements can include the logo, signature colors, and other distinctive features that make packaging instantly recognizable.

2

Enhancing perceived product value

Luxury consumers are willing to pay a premium product, and therefore, we understand the importance of crafting a truly unique perception of its value through customized packaging. Exceptional and distinctive packaging has the ability to directly communicate with consumers, instilling confidence and assurance that the enclosed product is truly extraordinary and deserving of their investment.

3

Providing a memorable unboxing experience

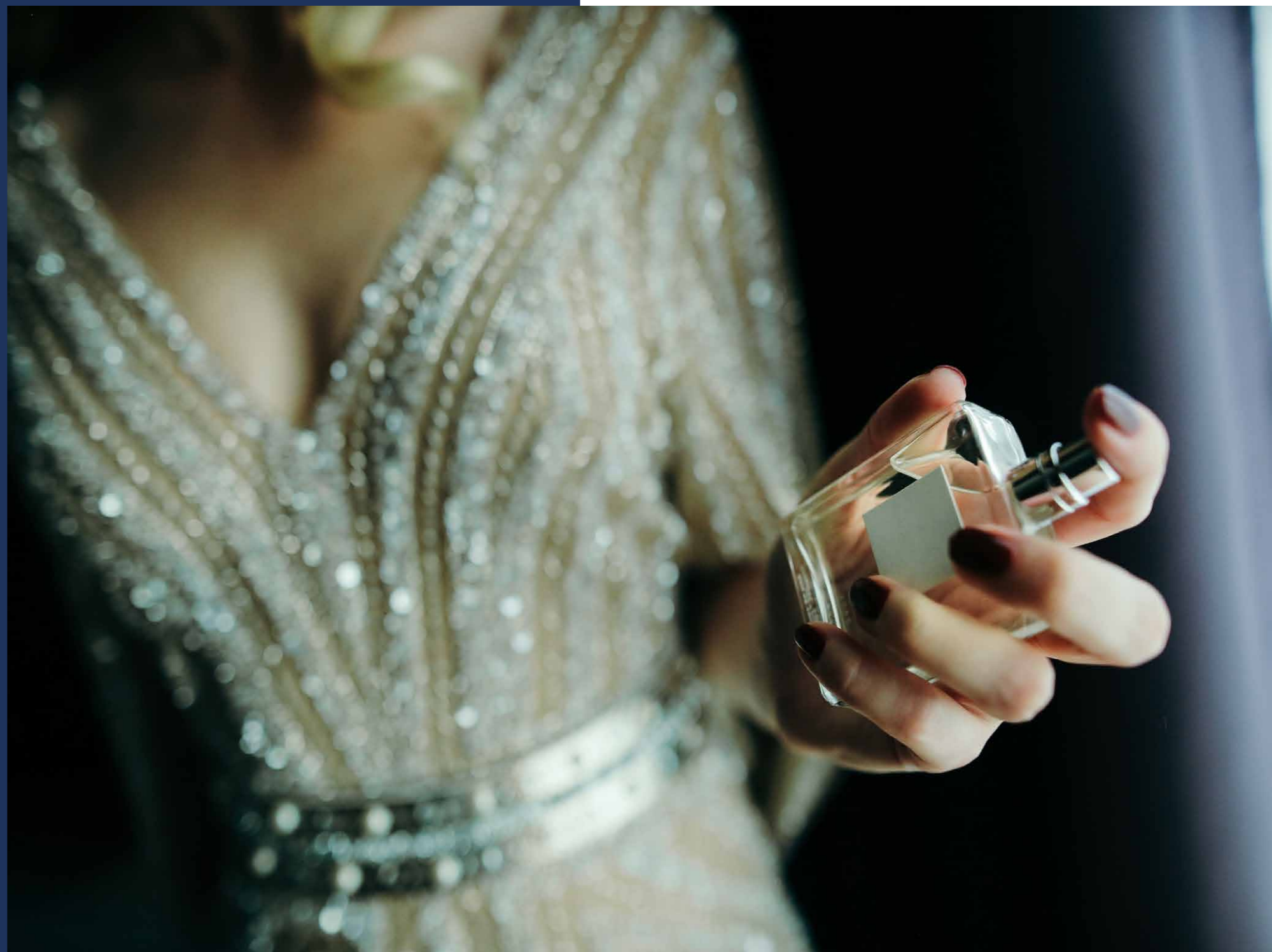
The unboxing experience holds significant importance in the luxury purchasing journey, and personalized packaging enhances it, making it a memorable and delightful experience for consumers. It fosters a sense of anticipation and excitement, elevating the overall value of the product.

4

Protecting the product

Packaging is essential to ensure additional protection to the product during its shipping. Additionally, for luxury brands, packaging serves as a key element in guaranteeing the product's authenticity. These aspects are particularly significant for safeguarding both profits and brand reputation. Above all, consumers expect their fragile products to arrive in perfect condition, meeting and surpassing their expectations.

We fulfill customers' aspirations with *sophistication, creativity, and uncompromising quality* – delivering *excellence* with unique, prestigious, and *eco-friendly packaging*.



Hedonism: shaping exclusivity and standing out

Our 'Hedonism' showcase for luxury packaging reveals how to enhance product value by using creative packaging solutions – shaping a sense of **exclusivity and timeless design**. The name reflects the pleasure derived when desires are fulfilled. Experiencing beauty and acquiring exclusive items is rare and usually reserved for only a few fortunate individuals. Our Hedonism collection reveals stylish and sustainable packaging solutions where details are the protagonists. Everything is made with exceptional attention to raw materials and printing techniques.

A stylized graphic of several overlapping, teardrop-shaped leaves in a muted reddish-brown color, positioned in the upper right corner of the page.

You will see a distinctive visual identity and **sophisticated personalization** – using **high-quality papers, embossing, foils, lenticular effects, and precious patterns**. All with environment-friendly options.



Our assets for the luxury market

Our experience spans **cosmetics and perfumery** as well **high-end spirits and distillates**. This gives premium brand owners the confidence that they can truly differentiate their products and unleash the full power of their brand.


High-end
premium design

Personalization
and customization

Eco-friendly
and sustainable
solutions

Brand protection and
anti-counterfeiting

Exclusive and sophisticated solutions depend on a careful response to customers' needs. With care, luxury goods can offer a high-end premium design that is eco-friendly, and which exploits all the power of personalization and customization.



High-end premium design

To maximize the appeal of a product, luxury brands face numerous packaging decisions that play a crucial role. This includes a careful selection of high-quality materials, such as premium paper, cardboard, and metals. Exploring beyond the surface, luxury brands can leverage sophisticated printing techniques, embossing, and other embellishments to elevate the overall product presentation. These elements are essential when aiming to meet or exceed consumers' expectations.

The **All4Graphics** specialized packaging design unit partners closely with customers. This dedicated team of experts is provided with the experience, creativity and technical excellence needed to help consumers shape their value and ideas, from initial concepts all the way to the final development.

Design

- Technical design engineering
- Graphic development
- Environmental-friendly, sustainable packaging
- Better on-shelf differentiation

Artwork preparation

- Artwork design
- Printing consultancy
- Private labels for mass-market retail

Prototyping

- Piloting and product validation
- 3D rendering and modeling
- Packaging prototypes

Cloud platform

- Web-based file management
- Data banking
- Digital management of worldwide materials
- Remote real-time approval

Personalization to make it exclusive

Personalization makes a product one-of-a-kind and increases its **perceived value**. Customizing the packaging of luxury goods further enhances their exclusivity for end users, while also contributing to the establishment of a stronger and more intimate **one-to-one relationship** between brands and consumers.

Our customization options help brand-owners to create carefully tailored packaging that enriches the unboxing experience and makes consumers feel special and elite.

The drive towards sustainability

Luxury consumers are increasingly informed and concerned about packaging sustainability. In fact, rising demand for premium but sustainable packaging is set to become the next big challenge for luxury brands.

All4Labels strives to offer an ideal balance between impressive aesthetics and an unwavering commitment to quality, while delivering premium packaging solutions with minimal environmental impact.

STARSHINE® is All4Labels' metallic embellishment with reduced emissions. It is an effective and sustainable alternative for shiny metallized effects.

Features

- Metallic embellishment printed digital and hybrid (conventional and UV Inkjet), with reduced CO₂ emission
- Dedicated silver pigments for uniform and shiny metallic 'look and feel'
- Overprintable silver pigments – highlighting color gamut for best metallic effect
- Flexibility with print on demand
- All4Labels' adhesive coating expertise, for the most recyclable pressure-sensitive detachable bottle labels

Technical information

- Enables silver embellishment without waste and leftovers
- Less hazardous chemicals – lower solvent content vs. gravure printing
- In-line production with conventional and digital printing

STARSHINE® is All4Labels' metallic embellishment with reduced emissions. It is an effective and sustainable alternative for shiny metallized effects. Compatible with both conventional and digital printing technologies and with different substrates, **STARSHINE®** creates uniform and brilliant visual effects in a very large range of colors.

STARSHINE® won the 2022 FINAT Sustainability Award.

Details make luxury,
but luxury is not a detail.



Lucid Silkscreen
Hot foil stamping



Debossing



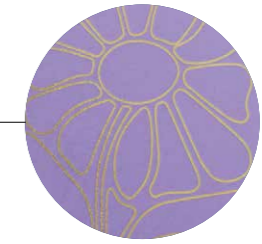
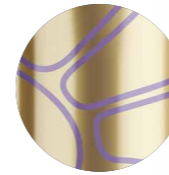
Hot foil stamping
Embossing



Reverse printing

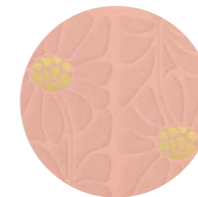
3D metallic
doming

Soft-touch varnish
PP laminate

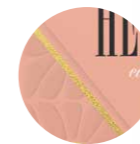


Hot foil stamping
Embossing

Hot foil stamping
Embossing



Lucid silkscreen
Hot foil stamping
Embossing



Lucid silkscreen
Hot foil stamping
Microembossing
White silkscreen

Safety approved fighting the counterfeiters

High-value goods represent an especially lucrative opportunity for counterfeiters, and packaging plays an essential role in protecting the brand and guaranteeing security for consumers.

Our solutions to fight counterfeiting include **RFID** and **eRFID**, **cloud-based unique product IDs**, **serialized QR tags**, and **Nanogram®** (which contains five distinct security layers). The highest level of security uses combined approaches, such as unique item-level QR codes with 100% forgery-proof holograms. Technologies such as these can have the added benefit of heightened customer engagement – an opportunity to interact with consumers after purchase, and to gain insights into post-purchase use.

RFID&eRFID

Innovative recyclable RFID antennas, produced worldwide to improve supply chains & achieve sustainability goals faster

Cloudsolution


A solution to generate unique IDs, trace and analyse product footprints, and generate customer insights

Serialized QRtags

QR Tags carry a unique ID and enable a new customer journey along the product lifecycle

Nanogram® labels

Labels for brand protection and mitigation of counterfeiting risk, with 5 distinct security layers



Our portfolio of solutions for luxury packaging combines high-end materials and premium embellishments with the most advanced brand protection options – all while taking care of sustainability

QR Augmented Reality

QR Augmented Reality is a customized application by QR-Marketing GmbH, a brand by All4Labels, that enables interaction with customers on a new level. This includes:

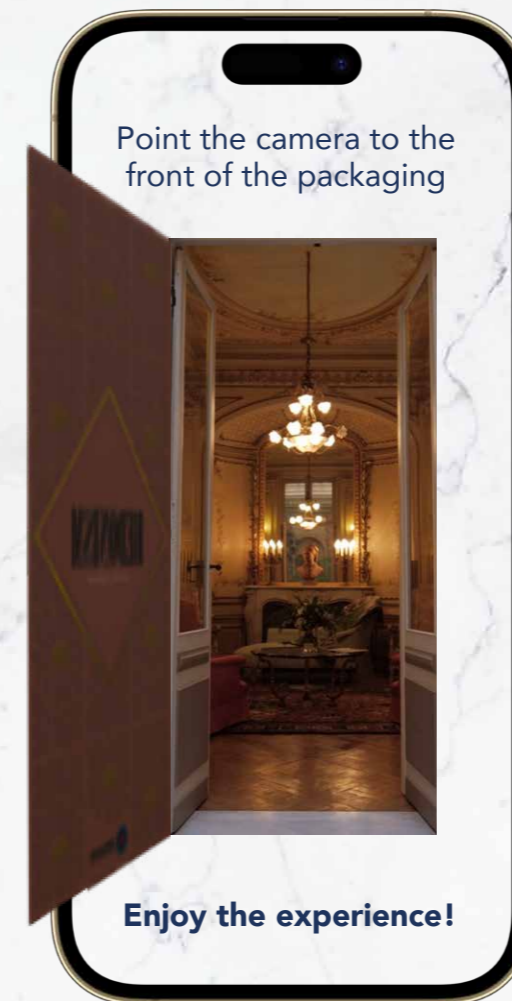
- > an augmented reality (AR) experience without the need for downloading an app;
- > an enhanced shopping experience through virtual showrooms;
- > greater brand engagement with 3D animations, virtual try-ons, and conveying brand values.

Features of QR Solution

- Solution consisting of unique QR Tags and customised development of Augmented Reality (AR) layer
- Each QR Tag is unique allowing new data insights on product ID level
- QR Tags can be integrated in the label design, added as booklet label or be later applied as QR stickers or peel-offs
- Data Insights are generated in the back on a secure cloud-based platform (scan rates, locations etc)

Contact us to learn more
www.qrmarketing.com/getstarted

After scanning the **QR Code** on the side



point the phone's camera to the front of the packaging to dive **into the experience**

Products

PSL

Features

- All printing technologies (Offset, Flexo, Screen and Gravure)
- Combination printing up to 14 colors
- Variable data printing
- Multiple in-line foil stamping, even with overprinting digital technology (STARSHINE)
- Soft-touch effect
- High mirror silver
- Scented Varnish

Specialties

- Booklet labels
- Own coating opportunities for specific applications
- Detachable adhesive for full recyclability
- Various printed security features

Sleeve

Features

- All combined printing technologies (Offset, Flexo, combined with Gravure)
- Optional internal-external simultaneous printing for bifacial film
- Cold foil and silkscreen finished for a 'precious' decoration and tactile effects
- Special perforations for tamper-evident seals (or design elements/recycling)

Specialties

- High coverage gravure metallic effects
- Pearlescent/iridescent effects
- Soft touch/paper touch varnish
- Thermochromic and photochromic inks
- Glow in the dark/phosphorescent effects
- Scratch and sniff details

Folding boxes

Features

- Conventional and UV Offset printing
- UV coatings
- Embossing
- Lamination
- Spot varnish
- Metallized effects
- Hot stamping
- Window patching
- Variable data printing
- Anti-counterfeiting solutions
- Serialization

Specialties

- Labelling system
- Variable data ink jet head-on folding-gluing
- Accubraile
- Micro-printing and micro-perforation systems for tamper-evident closures, also in combination with security labels

RFID and eRFID

tags for Track & Trace along the supply chain

QR marketing - customer experience

- QR Fingerprint™ with unique QR tags and cloud services for brand protection
- Hologram labels
- Electronic Article Surveillance (EAS)
- QR Voice Messenger for customer engagement

Markets

Cosmetics

Makeup

Skin Care

Perfumery

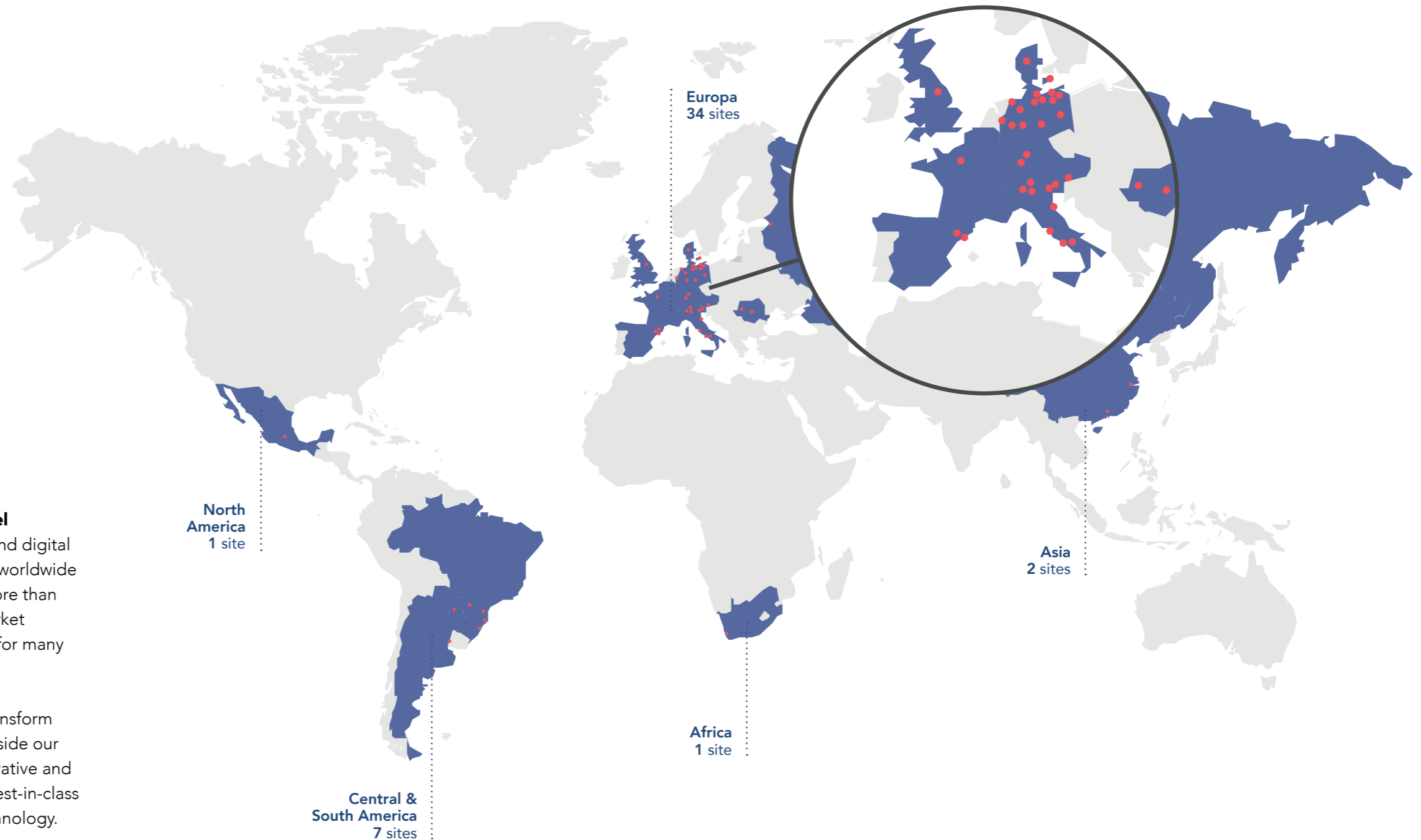


About All4Labels

We are one of the **world's leading label companies** – a pioneer in sustainable and digital packaging solutions with more than 40 worldwide facilities, over 4,000 employees, and more than 10,000 customers. Our global cross-market expertise makes us a partner of choice for many local and multinational companies.

Constantly focused on innovation to transform the packaging industry, we stand alongside our customers and partners to deliver innovative and sustainable packaging solutions, and best-in-class service and quality, using the latest technology.

With more than 140 years of experience in the packaging industry and dedicated expertise in premium solutions, we have developed specific assets in designing and **creating premium packaging solutions for high-end luxury products.**



5

Continents
Strong global footprint with local reach

Close to clients

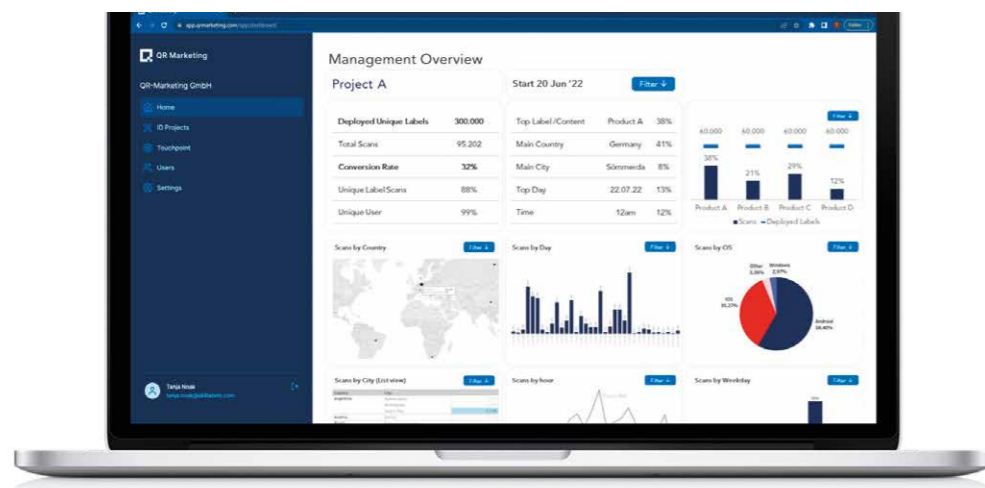
Agile supply chain for leading service levels

45+

Production facilities
State-of-the art production network

250+

Total installed machines
Wide-ranging printing capacity for flexibility and short lead times



QR-Marketing – a brand by All4Labels

QR-Marketing GmbH is a specialized unit operating within the All4Labels Group, dedicated to providing smart and secure solutions for our clients.

QR-Marketing provides a cloud-based software as a solution platform and serves as a comprehensive partner for QR projects, incorporating unique ID generation all the way to variable data printing. This setup facilitates brand protection, enables innovative customer interaction, and provides valuable data insights.

Solutions and applications

- Brand Protection solution: QR Fingerprint™ with unique IDs and pattern recognition
- Customer Interaction applications such as QR Augmented Reality to increase conversions along the customer journey
- Track and Trace of products along the entire supply chain
- Customised solution and interfaces according to needs

Visit our website to learn more
www.qrmarketing.com

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