



LGR Packaging strengthens its position in the "ecological Premium" segment with a new large format cold foil stamping line

Mastering already the technology of cold foil stamping on an 8-color offset line for solidboard cartons, LGR Packaging has also been offering for several weeks this finishing solution for micro-corrugated boxes.

The equipment set up on one of the company's printing lines is a world premiere in a large format: 164 cm wide - 8 color-groups. This specificity allows LGR Packaging to offer a Premium finish on a very wide range of boxes of all sizes: cases, gift packs, multipacks, bag-in-box, shelf-ready-packaging, POS displays.

Cold foil stamping is an attractive, enhancing, economical and environmentally friendly in-line finishing solution. The technology gives to the packaging a metallic effect of remarkable finesse and precision, on large surfaces. The design possibilities are endless: choice of colors, gradients, patterns, etc.

Since the support has no plastic film - unlike the polyester generally used for metallized packaging - it is therefore 100% recyclable.

This process is the ideal solution for brands wishing to enhance their packaging and bring an aesthetic "plus" to their customers. It gives the opportunity to rethink the packaging and explore new graphic avenues, while integrating the environmental dimension of the project. An approach particularly appreciated by markets such as festive food or wines & spirits.

LGR Packaging is one of the main players in offset printed cardboard packaging in Europe. This new equipment illustrates the active investment policy that the company has been pursuing in its 13 entities, thus constantly expanding its portfolio of packaging solutions in line with market expectations.

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LGR Packaging

Route de Samognat – Veyziat – BP72 – 01117 OYONNAX Cedex, FRANCE
Tel: +33 (0)4 74 12 12 12 - lgr@lgr-packaging.com

