

INTRODUCING A FRESH LOOK YOUR CUSTOMERS CAN FEEL

Make your cans feel as good as they look! Ball is offering a new **printing technology** that enables subtle **texture** to be applied to portions of beverage and aerosol cans.

How Does It Work?

This new **tactile ink** printing creates a look that consumers can **feel** as well as see, enhancing shelf pop and product interaction. A special ink “activates” a special overvarnish in desired places and colours. It’s **shelf appeal** for your customers using two senses instead of just one!

What Can You Do With Touch?

- Any printing method and colour can feature the touch effect
- Multiple colours on the same can are also possible
- Fully available on all Ball Aerocan beverage bottles and aerosol can sizes



For more information, please contact us!

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