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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