

Choosing the right print and packaging could be paramount to the success of your next promotion... so make sure you call in the experts

Winner of three prestigious DTI 'Smart' Awards and numerous industry awards, specialist printer B&H Colour Change Ltd is a world leader in the research and production of thermochromic and liquid crystal products and has been at the forefront of specialist ink techniques since 1985, producing cleverly-devised promotions with colour-changing technology.

Marketing Manager Gilly Beaumont warns: "Technical problems can sometimes overwhelm the promotional objectives so it's important at the very earliest stage to be able to advise the client exactly what is achievable and what is not. A client's confidence in your products and company will suffer if wrong advice is given regarding the use of a promotion."

And she continues: "As part of a large Anglo-American group we have a huge network of resources and knowledge available to us. We are unique in that we can supply a full range of promotional products involving colour-change mechanics and liquid crystal products for thermometry requirements, as well as finishing services, an in-house R&D department which

So just where does the inspiration for innovation come from? B&H Colour Change Ltd's Beaumont says: "Demands for more inventive promotional tools have always been the catalyst for pushing technology and it is for this reason that we are constantly researching and developing new specialist ink techniques in our in-house laboratory."

"We are always happy to work with a client to further technology and as we manufacture our own inks it allows us to produce exactly to our customers' requirements. Producing our own inks gives us a unique insight into the capabilities of the technology. Usually an agency will talk to us first about their ideas or run through their brief and we will then help them develop the idea further or discuss how it can be achieved.

"Each type of ink has its preferred substrate in order to create maximum effect, but that doesn't mean it can't be adapted or be applied to different substrates. We have created colour-changing packaging, magazine covers, posters and POS material. We can even apply thermochromic inks to glass! The beauty of being able to manufacture our own inks means that we can change the binder systems, consistency and temperature to work on almost anything."



Temperature-reactive technology from B&H Colour Change Ltd has been successfully used in Guinness promotions