

# Specialist print & packaging

Ink-based innovations  
make for cool campaigns

You've created a product, package or promotion of such perfection that you can't begin to imagine it won't sell by the truckload. Innovative, imaginative and any number of other fab adjectives beginning with the letter 'i', this baby is a sure-fire cert, so sit back and watch the cash roll in.

Imagine your surprise, then, when months after its release your brilliant idea sits beneath a deepening layer of dust ignored by those millions of potential prospects.

Where did it all go so wrong? Ensuring that your latest venture creates a wave of excitement is about much more than the product alone – correct presentation is key



## Specialist agents

Ensuring that your target audience sits up and takes notice is about more than the right product or promotion – specialist printers explain why presentation is all...

B&H Colour Change Limited 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 'Smart' colour changing technology. The technology is versatile and has been used in a number of campaigns for the likes of Haagen Dazs and utility supplier, npower. Gilly Beaumont, Marketing Manager at the company believes the unusual inks create a definite buzz around promotions. "The addition of our colour changing inks on to normal print almost always significantly raises the response by inviting the customer to interact with the brand/product that is being promoted. All of our colour change inks are interactive in some way and that can really add spice to conventional print."

She continues: "Customer response is definitely increased when specialist print technology is used correctly. It is an effective medium because it always involves the target user directly in some type of interaction."

Many blue-chip companies have benefited from highly inventive campaigns



Printing techniques have real hands-on appeal



Specialist ink is used in the cream of campaigns