

TUTORIAL: BLACKBERRY SHRUB LABEL

Project Introduction

Refined pigment effects and relief gloss varnish give this label a distinctive tactile and visual presence, turning a contemporary drink into a premium experience. The softly rounded shape reflects modern design trends and adds a harmonious touch. With its elegant finish and elevated texture, the label enhances shelf visibility and perceived quality.



Project Description

1



Layer 1:

Senolith® UV Basic Varnish for Effect Pigments 82F 7700 is applied to create a glossy surface optimized for pearl pigments. This layer enhances the brilliance and depth of the metallic effect, giving the label a refined and eye-catching finish.

2



Layer 2:

Senocreen® UV Relief Gloss Lacquer 82R 7210 is then used to add a tactile, raised gloss effect. The relief finish provides both visual dimension and a premium feel to the label surface.

3



Layer 3:

To boost up the final effects, **Senoweb® UV Matt Varnish Stampable 22N 1500** is used. The high transfer matt finish allows us to experience the haptics of the design, offering as well special structure visible on the uncolored areas.

Key data:

Substrate	Avery Dennison, Fasson MC white 80 g/m ²
Machine	Gallus ECS340
Offset inks	Flint, Ancora 50B3
Rotary screen	Gallus Heidelberg BY
Printing process	Flexo Printing and Screen Printing
Coatings	Stahl Packaging Coatings

Cooperation partner: 

Our team is keen to help you out, for further information and individual consultation.

www.stahl.com/packaging-coatings