

5 BRIGHTER IDEAS

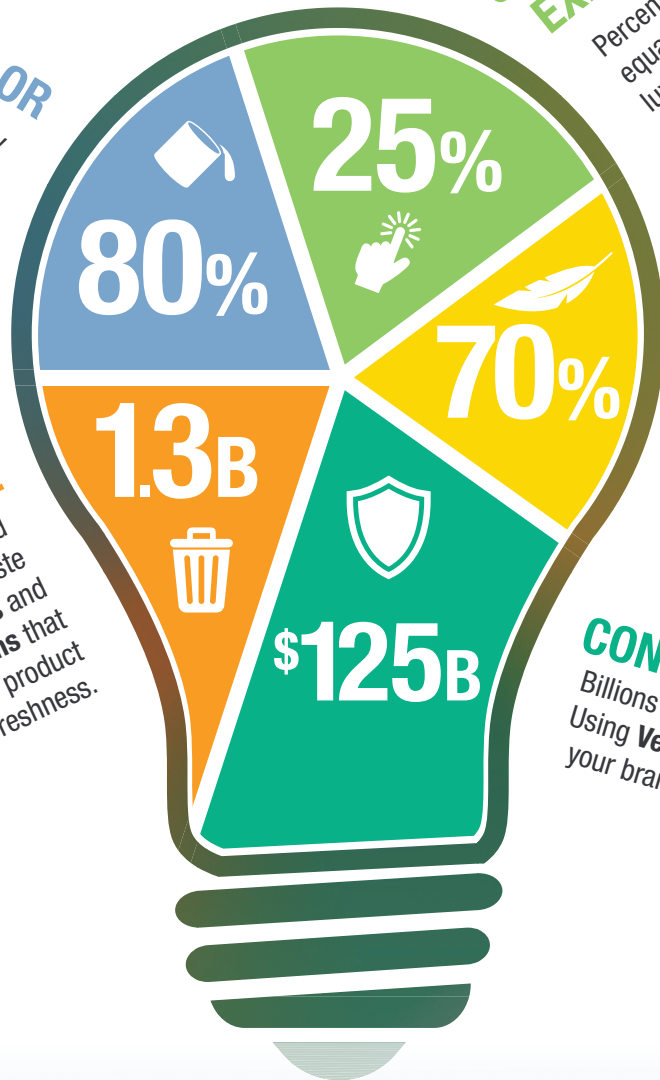
FOR BUILDING A BETTER PACKAGE AND A BETTER BRAND.

WORLD OF COLOR

Percentage of people who say color increases brand recognition. With **SunColorBox**, you can deliver consistent color on any substrate.

CONSUMER EXPERIENCE

Percentage of buyers who equate customisation with luxury goods. With **SunLase**, you get high-speed, high-definition quality for the highest of tastes.



FOOD WASTE

Billions of tonnes of food wasted globally. Minimise waste with **color-changing inks** and **antimicrobial films** that indicate product freshness.

LIGHTWEIGHTING

The amount lightweighting reduces fuel consumption versus traditional packaging. With **SunBar**, you can minimize weight while maximizing freshness.

CONSUMER PROTECTION

Billions of dollars lost due to counterfeiting. Using **Verigard** technology can protect your brand and reputation.

To see all the trends and all of the ways Sun Chemical can help you build a better brand, read our Brighter Ideas for Packaging Guides at www.sunchemical.com/brighterideas.

SunChemical[®]

a member of the DIC group



Color & Comfort