



The Seal of
Genuineness

The Holostik Times

Creating A More Secure World Digitally

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IN FOCUS

THREE FACTS YOU SHOULD KNOW ABOUT HOLOGRAPHIC PACKAGING FILMS

(Soft Embossing Holographic Film, UV Holographic Film, CPP Holographic Glitter film)



"Being one of the largest manufacturers of holographic products globally, our production facilities are equipped with European machines for manufacturing premium quality holographic packaging films.

We cater to major companies and laminators across the world which is a testimony to our excellence."

- Shobhit Gupta
Director Holostik India Limited

Holographic packaging films are widely used for flexible **packaging, board lamination, gift wrapping and many other purposes for uplifting and securing the brand.** The films are highly aesthetic and offer security to the product from duplication & harsh environment of the supply chain. The films are used in different industries due to their **flexibility, durability, and customization.**

As a manufacturer you might also require these films for product packaging. To make you aware about holographic films we have explained three interesting facts which are as follows:

Can be laminated with different types of materials

Holographic films can be laminated with different types of materials. This combination leads to development of unique packaging solutions

For example, **the films can be laminated with sealable films to make flexible bags & WPP (Woven Polypropylene) bags,** in addition the films can also be laminated with paper to make gift boxes.

Holographic films **can also be coated with special adhesives to do thermal lamination.** Likewise, the films can be laminated with many other materials to develop **out-of-the box packaging products.**

"Holostik holographic films with advanced aesthetic features, security elements & design patterns help increase brand value, prevent duplication, and grab customer's attention"

Can be used to create pressure-sensitive labels & UV labels

Holographic films **can be used to make pressure sensitive labels or label stock.** Such labels are used in our everyday lives and just require the pressure of fingers or hands to be applied.






For making these labels, the metallized surface of holographic film is coated with pressure sensitive adhesive along with release liner. This film is further cut into labels of specific shapes and sizes with the help of die.

Can be chopped into glitter for holographic effect

Holographic films have a unique property to diffract light. The films can be chopped into glitter powder, which can be applied on packaging products and materials to give a unique visual effect.



Why you should choose Holostik's holographic packaging films

- 
 Holostik provides customised holographic films available in **both PET (polyethene terephthalate) (minimum thickness 12 microns) and BOPP (biaxially oriented polypropylene) (minimum thickness 18 microns).**
- 
 One of the few companies to offer generic, custom & spot patterns in **films up to a width of 1590mm.**
- 
 High quality raw materials provide **barrier against oxygen & moisture extending shelf life of your product.**
- 
 High refractive index & greater optical density in our films provide **maximum visibility to your products.**
- 
 Nano optical images technology help create **sharpness for maximum brand appeal & security.**



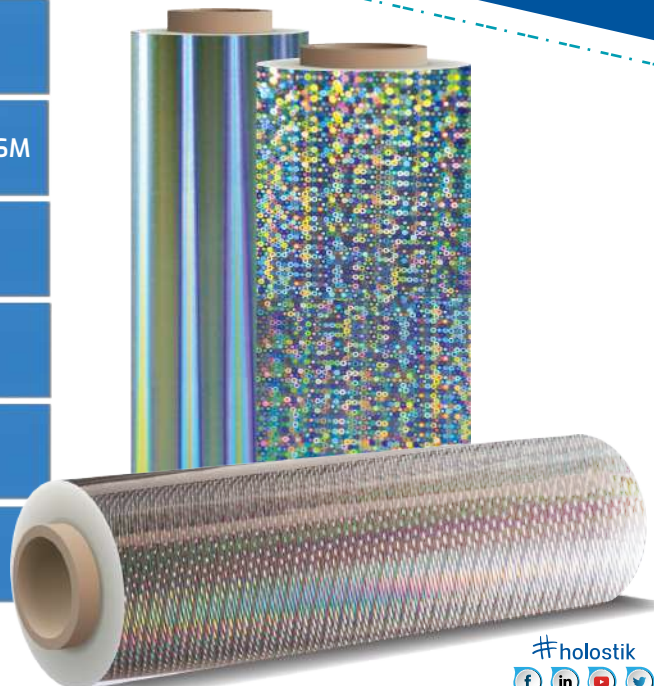
"We have recently introduced thermal holography films, panel registered holography films with very high security features for excellent aesthetics and anti-counterfeiting. New developments with letter lens in customised designs are also being done. Sampling will be done with the new rainbow and pillar of light designs soon."

CG Ramesh
Senior Vice President – Packaging
Holostik India Limited

VARIANTS

Available in different **roll sizes, designs, thickness, and materials**

- Metallized holographic PET film
- Metallized holographic paper with different GSM
- Metallized holographic BOPP film
- Metallized holographic CPP film
- Metallized holographic PVC film
- Holostik multi lens PET film for different applications like label /carton / lamination



The Seal of Genuineness

Holostik's UV-embossed folding cartons boost your packaging aesthetics to drive humungous sales

Reasons you should opt for Holostik folding cartons for your products

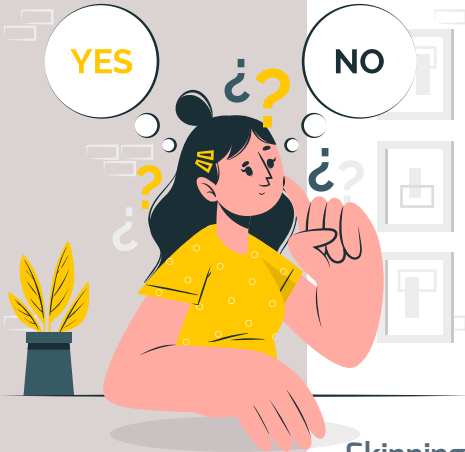
- Wide range of folding cartons made with UV embossed films **provide strong visibility to your product on the shelf**
- Technologies such as lens, platinum relief image & crystal relief image helps highlight film's artwork and subsequently boost **brand visibility along with security**
- Metallized special effect film with UV printing** used for laminating to create folding carton with strong visibility
- Can integrate digital barcodes for **enhanced security and supply chain visibility**
- Wide range of UV embossed films available inhouse **for developing customized UV embossed & generic effect carton with the help of our strategic partners**

"UV embossed films with crystal relief image, platinum relief image, & lens effects are laminated on board to make UV embossed folding cartons. Also, the films can be laminated with label stocks with registered printing to make 3D lens custom labels. Our UV embossed lens folding cartons & labels help to boost product sales"

- Anand Kumar,
Sr. Vice President – Packaging
Holostik India Limited



MISTAKES YOU SHOULD AVOID WHILE CHOOSING INDUCTION WADS SUPPLIER



Induction wads or liners are used to **seal & secure bottled products in FMCG, Agro, Pharma, Automotive, and other industries**. Choosing the right wad supplier for your products is a challenging task, and a single mistake can lead to pilferage, adulteration, and contamination of your products. In this section, we explain the **mistakes that you should avoid while choosing the wad supplier for your business**.



Skipping the aspect of durability

Your procurement manager can skip the point of durability while choosing a wad supplier. This is a blunder and can impact your profits. **Induction sealing wads should withstand the harsh conditions of the supply chain like abrasion and extreme temperatures**. As a manufacturer, you must ensure to buy induction wads that are durable in nature and keep your product intact until they reach your end consumer.

Not checking the anti-duplication features

Duplication, tampering, and adulteration affects your product and brand image. Skipping anti-duplication features can lead you to big monetary losses in the future. **Always check if your supplier can provide a variety of anti-duplication features in wads**. This can range from holography to secure printing to QR codes.

Not visiting the manufacturing facility

This mistake can cost you big monetary loss. **You or your procurement team must visit the manufacturing facility of the wad supplier**. This gives you a better understanding of the quality & technology the supplier is using for manufacturing wads.

Overlooking the sampling process

Overlooking the sampling process lands you in trouble. **Sampling gives you an idea of the quality and type of wads you will use for the application**. Never skip the sampling process while choosing a wad supplier.

Neglecting the aspect of customization

As a manufacturer, you have specific needs and requirements. While choosing a wad supplier for your products it is advisable to check the aspect of customization. **Your supplier should be capable to provide customised wads as per your product specification and production line**.

Holostik is a leading player in providing holographic induction wads. Our wads made with high-quality raw materials are durable. They include the latest security features which **guarantee to secure your products and manage your supply chain for higher profits**.



Do provide your feedback and suggestions on our new version of newsletter. Mail us at connect@holostik.com.

To know about our solutions call us on **+91-9905-124-124**

