

New tools for brand enhancement

Leonhard Kurz showcasing holographic designs with special color and 3D effects at Drupa

Fürth/Germany 19 April 2016: At Drupa 2016 Leonhard Kurz will be presenting new optically variable devices for hot stamping and cold foil finishing. The key features of these holographic single images and continuous designs are a novel color change or special depth effect. Kurz developed these designs to offer brand name manufacturers new possibilities for attractive packaging design and brand name protection.

Remarkably real 3D effect

Two holographic designs show image elements with a stunning 3D effect arranged on a flat surface. The Deep Lens design comprises an optical lens with an exceptional depth effect that draws the eye like magic. When applied by hot stamping or cold foil transfer, the metallized lens design exhibits a high level of clarity and color brilliance. It visually enhances the packaging and makes it a real eye catcher on the retail shelf.

The Spatial FX design exhibits some unusual spatial effects. The motif appears to be raised and seems to protrude out of the surface. The relief is so three-dimensional that the viewer feels an involuntary urge to touch it. On packaging, the design awakens the interest of the consumer and invites him to examine the product more closely. This design element is predestined for use with brand logos and lettering. It significantly increases the distinctiveness of the brand.

Innovative color play

Trustcolor is an OVD (Optically Variable Device) combined with special optical elements and a clearly defined color flip. The additional elements integrated into the graphic composition maintain their original color, however, and are accentuated by the changing color of their surroundings. The Trustcolor OVD is a striking authenticity feature with a high recognition effect. It makes packaging more at-

tractive, increases the level of protection against counterfeiting, and strengthens consumers' trust in the brand.

Another OVD with an unusual color effect is the Multicolor. It contains a silver-colored diffractive design with multiple image planes. Incorporated into the design are various elements in precisely registered colors. The Multicolor OVD, with its permanently visible colored elements, is both highly decorative and at the same time very difficult to reproduce.

Duocolor is a design that exhibits an eye-catching switch between two metallic colors depending on the viewing angle. The color effect is made even more complex through the incorporation of diffractive patterns that supplement the color flip with the typical color play of classical holographic design. This combination also makes the decorative design easy to verify.

To view the color and spatial effects of these new holographic single images and continuous designs for yourself, visit the Kurz booth D60 in Hall 3.

Kurz will also be represented in hall 3, booth E74, at the Drupa Innovation Park in hall 7.0, booth E10, at the Touchpoint Packaging in hall 12, booth B53 and at PrintCity in hall 12, booth C51.



The optically variable device Multicolor from Kurz

Photo: KURZ

About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,500 employees in eleven production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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