

81% of consumers have tried something new because the package caught their eye¹



Packaging in the cluttered retail environment requires an exclusive look and premium appearance to attract consumers. How can your pet food packaging stand out?



Matte/gloss inks

Create a premium brand appearance for your gourmet and upscale products. Highlight graphics that you want to pop and decrease reflection with matte/gloss print.



The difference:

Our durable matte will ensure your package will look the same on the shelf as it did leaving your facility. No scuffing!



Soft touch

Express your product's quality and differentiation with soft and subtle velvety films.



The difference:

Our soft touch films are produced with a unique process, a more cost effective way to achieve the same soft feel that resonates with consumers. This approach allows the soft feel to be applied only in the areas of the package you choose, letting your graphics pop.



Textured inks

Generate more consumer engagement and interest with an element that embodies your product's natural flavors and quality. Consumers want to feed their pets with wholesome food and you can create packaging that reflects those qualities.



The difference:

Premium, tactile experience that demonstrates the natural quality of your product in a standout package consumers can see and feel.

We're here to help!

Whether you're considering packaging for traditional retail, club stores or something else, we've got the knowledge and tools to help you succeed in your space. Contact us today to start the conversation.

Source: 1. Westrock – Packaging Matters, 2018