



LUXURY LINE

Committed to Achieving Your Brand Vision™

GET YOUR LABELS NOTICED WITH TAPP'S LUXURY LINE

Tapp is committed to design innovation and continuous improvement in support of your brand

METAL-FX

5/Color Process System with high luster metallic

Metal-FX added to 4/Color images gives more pop to your image
Multiple metallic colors on one label makes printing more cost effective
Ink can be screened so uncoated stocks can have metallic elements

PEARLIZED

Pearl look on any stock

Upscale look to set your label apart from others
Adds depth and interest to your label so it stands out in the crowd
Creates a tactile interest so that customers will want to pick it up

DIAMOND & THE ROUGH

Coated and uncoated look on one label

Contrasting smooth and textured surfaces
Accents of gloss on an uncoated stock evoke visual interest
Add a little shine to your design

SHIMMER

Ink coating that changes color from different angles

Use as an overall coating to add extra interest to your label
Use as a spot varnish to draw the eye to key elements on your label
Inks change colors from different angles for eye catching designs

VELVET

Opulence and deep rich colors on your label

Overall velvet look for subtle design intrigue
Matches deep, rich black of designer's comp
Soft look for tactile appeal