

February 2018

FLAIRMail

Insights that solve packaging challenges and inspire packaging opportunities



25 YEARS BEYOND / PACKAGING

Flair Hosts ISO TC130 Graphic Technology Conference



A professional member of ISO TC130 (International Organization for Standardization, Technical Committee 130 Graphic Technology), Flair's Premedia Group Manager, Youngou Lyoo, joined 15 expert advisors gathered to discuss and shape international print media standards. ([Read more.](#))



Advanced Color Control Draws Consumers To Your Brand

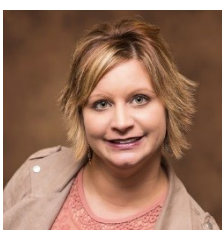
Packaging is the only form of marketing that reaches 100% of your customers, and the only promotional medium manufacturers can control on store shelves. Studies show over 50% of purchasing decisions are made at the shelf or point of purchase, with as many as 90% of people making their decision based entirely on colors (Singh, 2006). As important as selecting the perfect colors, is ensuring the quality and consistency with which those colors are presented. ([Read more.](#))

Specialty Inks Create Effects That Engage

In the battle for consumers' attention, specialty inks can give the most amazing graphics the lift they need to outshine the competition. "Transparent" inks are typically applied to foil and vacuum metallized films to impart color while allowing the metallic character of the film come through. The result is a colored-chrome effect ideal for accentuating image highlights... ([Read more.](#))

New Hire

Amanda Zick, Sales Support Team Leader. With a BA in Business and Marketing and extensive experience in customer service and market trends analysis, Amanda is looking forward to her multi-faceted role of supporting sales, marketing, and customer support teams



in the ongoing development of programs that facilitate launching and sustaining product lines determined to be strategic to the growth of the company and benefit of customers.

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results beyond packaging.*



**Packaging performance
that stands up to anything.**



**Advanced printing that
stands out from everything.**

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Build your brand.

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