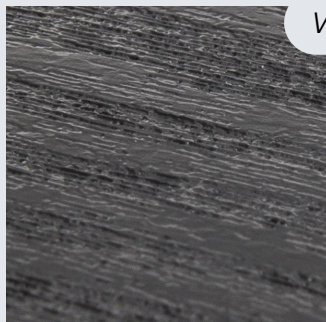




SRP Mold Texturing

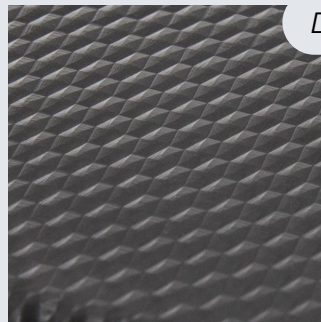
Packaging items transcend from the purely visual to engage the consumer on another level. Adding a proprietary process, molding plastic components can be given any textures to emulate natural materials like wood or leather or create unique tactile sensations.

SRP's technical engineering is advanced enough to offer precise details on component corners and angles and create stereoscopic effects using simple 2D images to maximum effect.



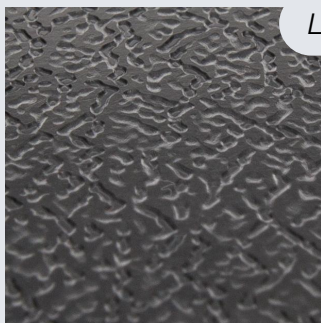
Wood

Long lines, shallow and deep pitting and varying widths create a look similar to that of the wood grain.



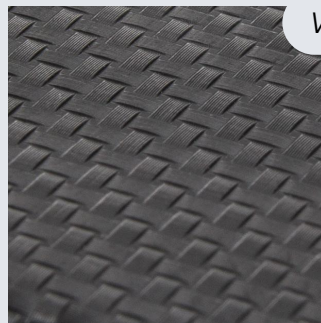
Diamonds

It is rugged and ergonomic. When raised hexagons are used, each side of the shape leads to a small raised surface with tactile sensations that reflect light and create shadows.



Leather

Leather is emulated by tracing a number of random whorls of differing depths. No hard lines are used, just free-flowing curves of varying lengths.



Weave

Thin bamboo weaving is realized with rows and columns of thin reeding mesh together to offer an incomparable, organic-looking style.

By combining colors with mold texturing, different shades of wood are vividly seen on plastic components.

Even impossible patterns that are whimsical and engaging can be created, thanks to SRP's expertise in design and decoration. Instead of natural surfaces or textures, these are more geared toward creating visual illusions. International brands are already taking advantage of SRP's new technology, offering its customers a whole new visual and tactile experience!



A MARKET SUCCESS

A case in point is the use of French brand NARS of SR Packaging's wood texturing effect.

When the firm had to select a style for its latest compact, representatives approached SRP to achieve a simple goal: provide the look and feel of wood while still offering a completely recyclable piece of packaging.

Combining the new texturing technique with debossing, the NARS brand is clear, engaging, and beckons to the consumer to pick up the packaging and touch it, to feel its uneven surface and trace its letters with the fingers.

