

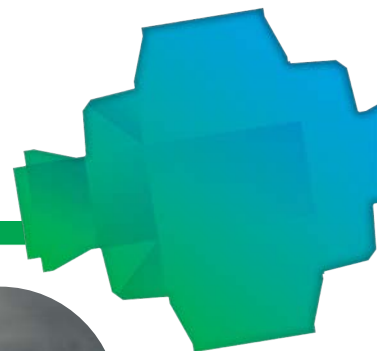
Embossing or Debossing

What kind of effect is required

Creative.

Intricate.

Exceptional.



EMBOSSING

As shown here is a raised area of the stock. Embossing gives a third dimension to the finished package. The embossing can be registered to the printing and foil areas. This is dependent on where the embossing is on the design, areas of concern are crease and tight areas on the carton to name a few. Embossing in some circumstances can run in one pass when diecutting. If this is not possible two passes may need to run through the diecutter. Embossing is created with an engraved plate and raised counter. Materials are specific to preferences and requirements to obtain the desired results.

DEBOSSING

As seen in the picture it is a depressed mark on the stock. This is commonly used for identification purposes. This is achieved by mounting dies of brass, copper or magnesium that have a machined raised areas with the text or graphic shape that is desired to be marked into the package.

Many options are available for tooling to obtain either effect.

For more information or assistance on ordering or further information contact your customer service rep at Sharples