



Frequently Asked Questions

What is Embossing?

Embossing is a printing technique commonly used in packaging to create a raised or three-dimensional effect on the surface of the material. This effect is achieved by pressing a die onto the material from the back, which creates a raised design or pattern on the front.

In packaging, embossing is often used to add visual interest or to draw attention to a specific part of the design. For example, a company logo or product name can be embossed to make it stand out from the rest of the packaging.

Embossing can also be used to create a tactile experience for the consumer, which can enhance the overall user experience and make the product more memorable. It adds a WOW factor.

There are two main types of embossing: blind embossing and foil embossing.

Blind embossing creates a raised design on the material without adding any additional colour or texture.

Foil embossing, on the other hand, uses a thin layer of metallic foil to add colour and shine to the raised design.

Embossing can be applied to a wide range of packaging materials, including paperboard, cardboard and some plastics. It is often used in combination with other printing techniques, such as hot foil stamping, spot UV coating, and matte or gloss finishes, to create a more complex and visually appealing design. We call this a finishing touch.