

Innovative ‘prismatic’ effect for carton packaging attracts attention and engages consumers

Kippenheim, 13 October 2017. New printing technology that creates a movement effect on packaging will attract the attention of consumers and achieve a sense of premium quality for products.

Jaholo, a special micro-embossing printing technology, jointly developed by Janoschka and Amcor, produces prismatic and pattern movement effects which catch the eye.

“Our customers want packaging that generates visual attention and engagement for their brands,” said Ilya Syshchikov, Vice President of Innovation and Strategy for Amcor’s folding carton business. “Jaholo creates a dynamic appearance, engaging consumers and enhancing their interaction with products.”

By combining Janoschka’s integrated prepress expertise with Amcor’s global printing and converting capabilities, the companies have industrialised Jaholo technology.

“The implementation of Jaholo requires no changes to our customers packing lines,” said Lutz Braune, Chief Sales Officer for Janoschka. “It is easy to integrate, which accelerates time to market for consumer brands.”

Achieved through a special pre-press and inline gravure micro-embossing with UV, Jaholo integrates seamlessly with current designs and decoration features, including metallic effects.



More than 30 generic Jaholo patterns have been successfully tested and custom designs can be developed through a barrel proof process. With design flexibility, Jaholo is suitable for geometric shapes, patterns, lines, text and logos, with any background colour. Jaholo complements current embossing, UV structures and other decorative effects and is compatible with various board types including SBS, FBB and laminated boards.

Jaholo is supplied by Amcor from its two folding carton sites in Europe and Jaholo cylinders are produced at Janoschka's engraving sites in Germany, Russia, Malaysia, Vietnam and Brazil. To meet growing demand, additional roll out to Amcor plants in Asia and the Americas is planned by the end of this year.

For more information

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About Amcor

Amcor Limited (ASX: AMC; www.amcor.com) is a global leader in responsible packaging solutions, focusing on a broad range of flexible and rigid plastic packaging that enhances the products consumers use in everyday life, with 95 percent of its sales into the food, beverage, healthcare and tobacco industries. The company employs more than 35,000 people worldwide, operating in 40-plus countries and 200 sites.

About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,200 employees and an annual turnover of 92 million euros, is among the global market leaders in its sector. Focusing on the FMCG, food and non-food, as well as the Tobacco market, renowned global printing companies and international brands count among Janoschka's client base. As a full service prepress provider Janoschka has a comprehensive product range offering printing tools for gravure and flexo printing, embossing rollers, artwork & reproduction, colour management, cylinder bases and much more besides. The company which was formed in 1976 is represented globally through 24 subsidiaries in 14 countries across Europe, Asia and South and Central America.

janoschka.com