

# Why Go Litho?

## Consumer purchasing behaviour has changed

Discover how you can meet the needs of your customers using Litho printed packaging.

### 1 Create stunning HD photographic quality artwork



Litho printing produces the highest quality print possible throughout the entire print run.

Colours can be matched to any Pantone reference and it provides the option of a variety of print finishes.

### 2 Stand out from your competitors



With so much competition on commercial shelfspace.

Litho printing can really help brands to stand out, appeal and communicate with customers.

### 3 Deliver memorable experiences combining Litho with additional print finishes



The finish is simply amazing!

As well as seeking visually appealing packaging, consumers are also searching for a positive emotional connection.

Enhance your packaging further with a variety of print finishes such as foil-blocking, gloss & spot UV.

### 4 Create eye-catching packaging that resonates with customers



Consumers want to invest into values, not just make a purchase.

Litho works alongside sustainable corrugated packaging, a great opportunity to demonstrate how environmentally aware your brand is.

### 5 Increase brand awareness & improve sales

I chose this one because it looked the best quality

The stunning results that litho printed packaging produces really does give your customers something good to shout about.

Investing in quality packaging can really help to promote your brand.

Find out more

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