



NETFLIX

80s
ARE
HOT



WHAT'S HOT — IN — LABELS AND PACKAGING

A close-up photograph of Gene Wilder as Jack the Pumpkinhead from the 1971 film "The Pumpkinhead". He is wearing a brown top hat, a purple velvet jacket, and a large tan bow tie. He has a mischievous expression, resting his chin on his hand. The word "ENGAGE" is superimposed in large, white, bold, sans-serif capital letters with a black outline across the center of the image.

ENGAGE




TELL ME

NEEDY

IM PRETTY

LET'S PLAY

H  T

OR

NOT

HOT





NOT

colour of
the year
2018

PANTONE®

TM

Ultra
Violet

- inventive & imaginative
- dramatic & provoking
- yep it's purple

#1



2019 COLOUR OF THE YEAR



Orange Trumpet



- it'll be the best ever
- you're gonna love it
- making colour great again

#2



CLEAN & CLEAR



- bold designs & product info
- minimize elements
- clean and clear information

#3





#4

COLOUR IS STILL KING



- evoke emotions & influence
- pastels and vibrant colours
- identify product variations

#5



**BACK TO
REALITY**



SMART TECHNOLOGY TOTALLY HOT



1979



1999



2009



2019

BUT FIRST,

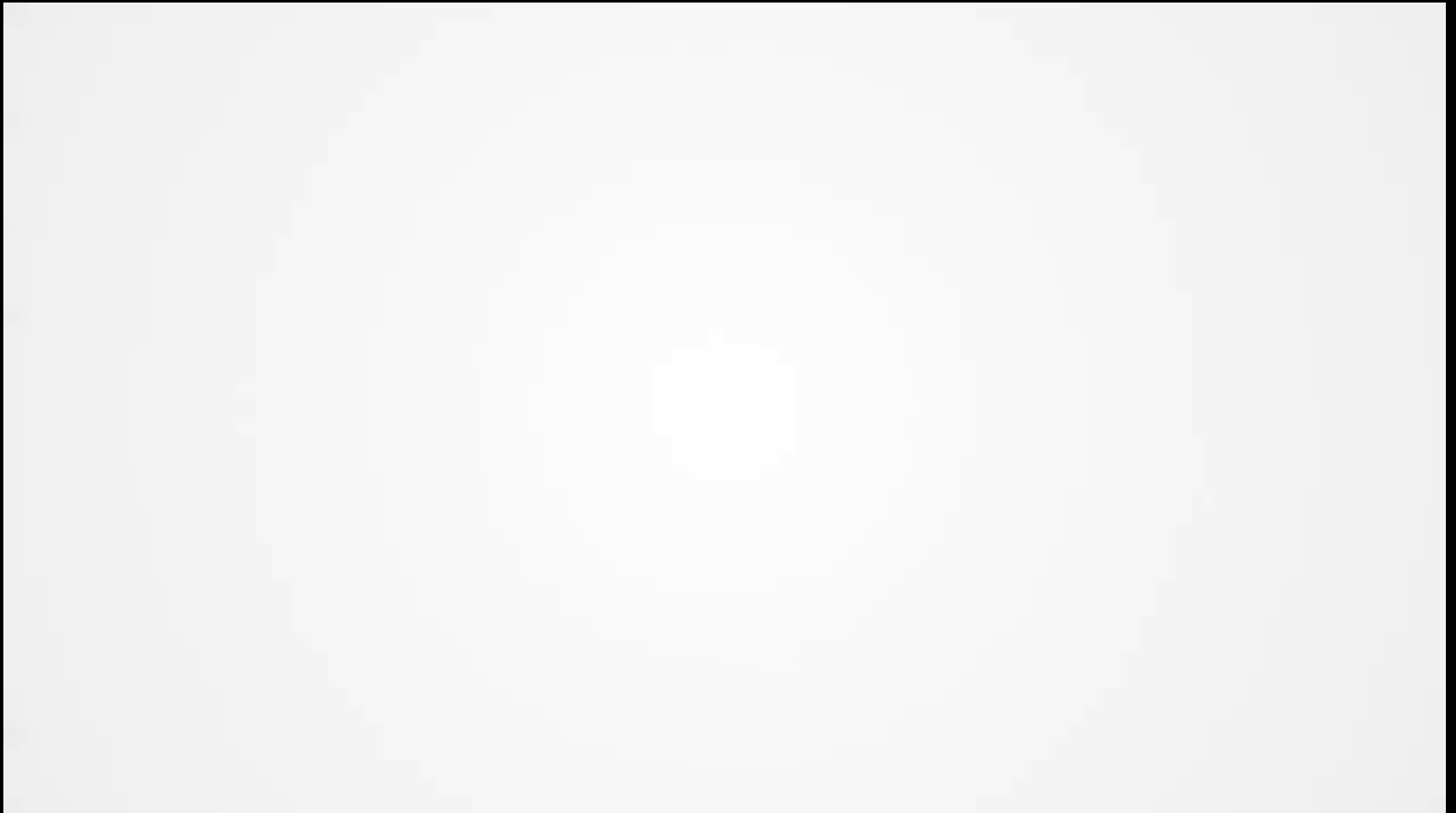
VIA GIPH.COM

**LET ME TAKE
A SELFIE**



HOW SMART?

SMART SOFTWARE



WHAT IS AR ?



AR

**AUGMENTED
REALITY**



**SO HOT
RIGHT
NOW**

**AUGMENTED
REALITY**

FOR PACKAGING



WHY AR ?

FOR THE PRINT INDUSTRY?

- BRANDS are using it
- no specialised print
- 'markers' print on anything
- ADDS VALUE to print
- SEE opportunities

AR AUGMENTED REALITY



AR
AUGMENTED REALITY





Every bottle has a story
**BRING THE BOTTLES
TO LIFE**



Download "19 Crimes" App
Watch and listen as the labels come to
life in front of your phone.



19 Crimes.

AR AUGMENTED REALITY

HOW TO USE AR?

IN THE PRINT INDUSTRY?

- 3D MODELS
- feedback = engagement
- build trust & repeat business



AIN'T NOBODY GOT

TIME FOR THAT

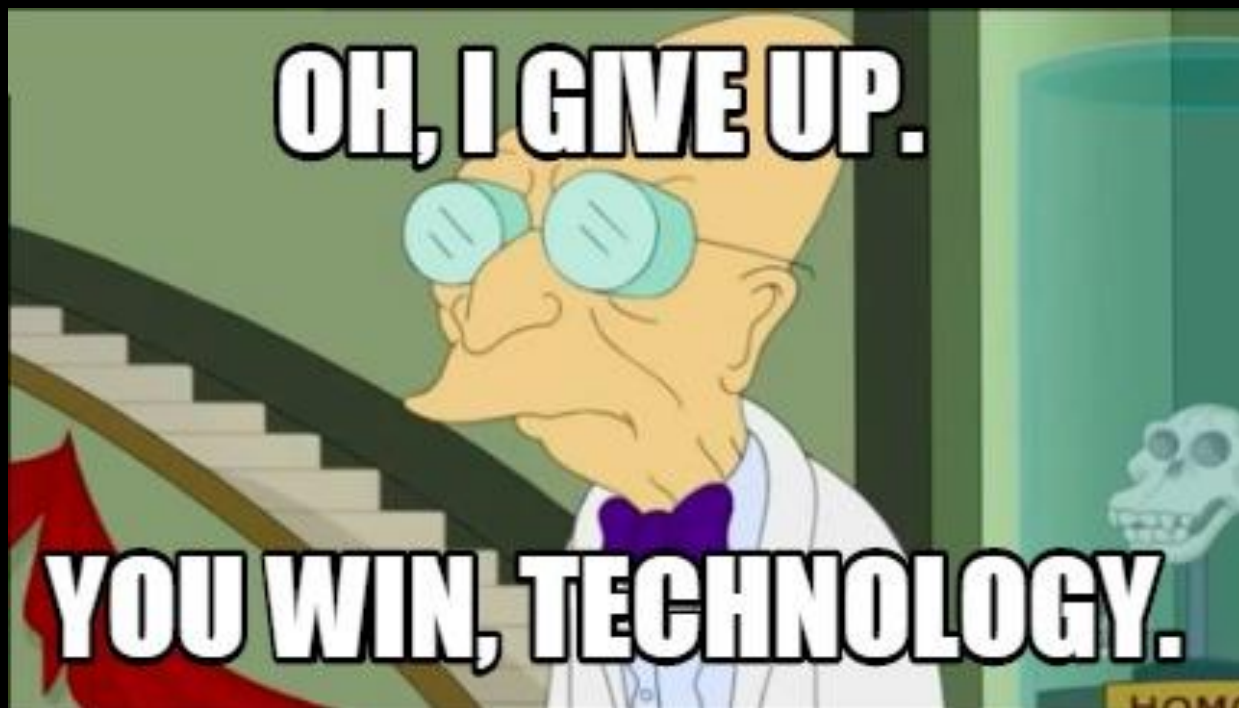
AR PACKAGING



JASON HAYS

Packaging specialist

THE BEST AR EXAMPLES



AR ADDS CONTENT



AR IS FUN!



AR BRINGS PRINT TO LIFE

Augmented reality will enhance
how we live, work, play,
socialise and shop.

Oh great!

**Now I'm trendy! My reputation
is surely ruined!**

LEAD or FOLLOW ?



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Bring labels to life using Augmented Reality

Request a Demo Now

Make your brand even more powerful with custom AR solutions from CS Labels.

1. Download the CS Labels App from the
App Store (Apple) or Google Play (Android)



2. Open the App with a simple tap



AR

YOUR CHANCE TO PLAY



A blue tang fish with yellow fins, looking slightly to the right with a curious expression. The background is a dark blue gradient.

**HOW DO YOU KEEP
UP WITH ALL
THIS TECHNOLOGY?**

JUST KEEP SWIMMING...



SHIFT_018

