

# 6 BRIGHTER IDEAS

FOR BUILDING A BETTER LABEL AND A BETTER BRAND.

**COLOR MANAGEMENT**  
 Percentage of people who say color increases brand recognition. With **SunColorBox**, you can deliver consistent color on any substrate.

**SPECIAL EFFECTS**  
 The time it takes for a package to make a good impression on a consumer. **SunInspire** specialty coatings can help packaging pop on the shelf.

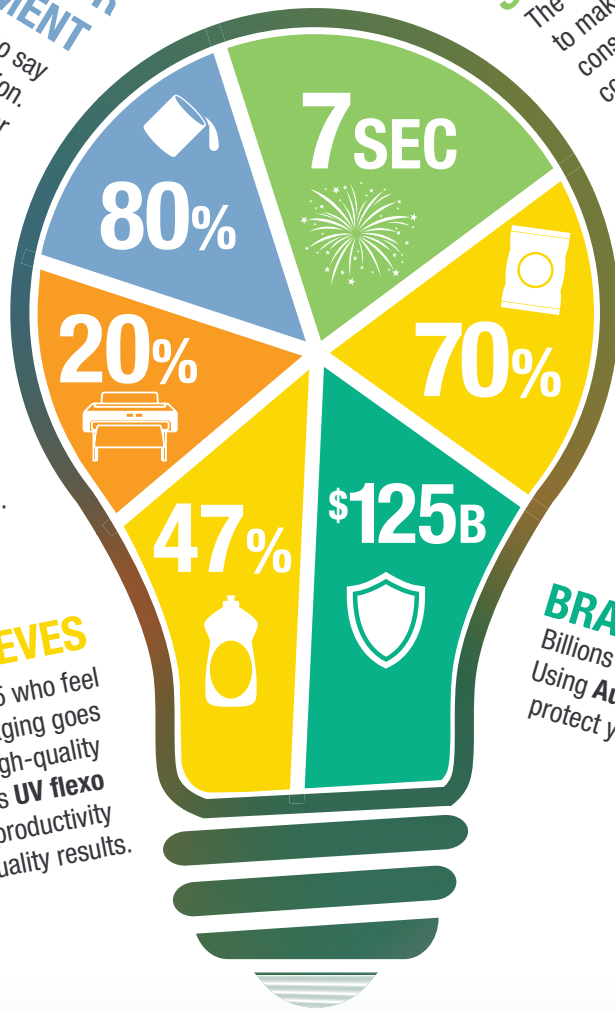
**DIGITAL**  
 Brand owners who want their label converters to have digital capability. Sun Chemical offers a full range of solvent-based, UV curing and water-based inkjet inks for digital printers.

**FLEXIBLE PACKAGING**

The amount lightweighting reduces fuel consumption versus traditional packaging. With **SunBar**, you can minimize weight while maximizing freshness.

**LABELS AND SLEEVES**  
 Those in the UK under 25 who feel high-quality packaging goes hand-in-hand with high-quality products. Sun Chemical's **UV flexo technology** platform offers productivity advantages and high-quality results.

**BRAND PROTECTION**  
 Billions of dollars lost due to counterfeiting. Using **AuthentiGuard™** technology can protect your brand and reputation.



To see all the trends and all of the ways Sun Chemical can help you build a better brand, read our Brighter Ideas for Labels Guide at [www.sunchemical.com/brighterideasforlabels](http://www.sunchemical.com/brighterideasforlabels).