

Premium Brands Demand Premium Look

Metallized paper helps convey the message of high quality paints the top selling paint manufacturers are known for.



Metallized paper a perfect canvas for an eye catching masterpiece

In 2013, global sales in the paint industry grew to \$127.3bn, with an average increase of 5.4% year over year.[i] In establishing these sales trends, the leading paint manufacturers are using metallized papers to achieve distinctive brand looks and capture the consumer's attention. Metallized paper conveys the message of high quality paint the top-selling paint manufacturers are reputed for.

Distinguishing between the numerous paint brands

The use of metallized paper helps distinguish between the different paint lines among each paint manufacturer's products as colors printed on metallized papers really pop. This is especially true when an expert use of opaque white ink is used, giving nice contrast between the colors and the amount of metallic gleam showing through. For instance, the sapphire blue in the Valspar Signature line positively gleams while the brown in the Valspar Duramax line is subtle in its quiet elegant use of metallic paper.

Holographic metallized paper breaks out from the crowd

Holographic metallized paper can create an even greater impact. The Sherwin-Williams Emerald line of paints uses holographic labels which give the paint cans shimmer, resulting in a pearly hue on the exterior paint line and a brilliant emerald hue on the interior paint line. The effect really brands the Emerald line by evoking a jewel-tone look to the label.

Global supplier of metallized and holographic metallized paper

AR Metallizing is a global supplier of metallized and holographic paper that can be used for labeling, packaging, POP and more. [Contact](#) AR Metallizing to discover how metallized paper can work to enhance your brand. AR Metallizing is located in Europe (Belgium, Italy) and the USA, with extraordinary technology and converting capabilities.