



Identify With Us.

Cold foil technology and metalized film adds a premium look to your products.

## Bright Graphics™ Labels



Bright Graphics™ Labels add a rich, distinctive, high-quality look to your products. Choose either silver or gold cold foil technology or metalized film for cost effective ways to make your product stand out on retail shelves. Cold foil can be applied to paper or film and does not require the costly dies associated with hot foil stamping. Choose either **DIGITAL PRINTING FOR SHORT-RUN JOBS OR CONVENTIONAL PRINTING FOR LARGER QUANTITIES.**

## Make your products stand out

The addition of cold foil or metalized film helps ensure your product catches the eye of the consumer and communicates to the consumer that they are purchasing a superior, premium product. Bright Graphics™ Labels are an affordable way to make your product distinctive and memorable.

### Features and Benefits of Bright Graphics™ Labels

- A Bright Graphics look can be achieved by using cold foil technology or a metalized film
- Bright Graphics Labels are unique to The Kennedy Group
- Digital printing for short-run jobs or conventional printing for larger quantities are available
- Adds “sizzle” and uniqueness to your product
- Helps catch the eye of the consumer
- Cold foil and metallic film projects superior quality
- Offered in virtually unlimited design opportunities
- Available in holographic designs

### Advantages of Cold Foil Technology

- Great technique to highlight and enhance a labels text and details
- High level of design flexibility
- Cold foil provides a “hot stamp” look
- Cold foil technology can be applied in gold, silver & other colors on paper or film
- Ideal on a wide variety of substrates such as films and non-absorbent papers

### Advantages of Metalized Film

- Glossy metallic appearance
- Metalized film comes ready to print
- Sleek, premium look
- Flexible, durable material
- Variety of colors and tints available to match your brand requirements



#### Primary Market Application



#### The Kennedy Group - Headquarters

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#### Florida Marking Products

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