

ADVANCED CRAFTSMANSHIP

Glass decorating elevated to new heights by **ARDAGH**

A European leader in advanced glass decoration, ARDAGH offers such innovative techniques as screen printing, coating, sleeving, embossing and pressure-sensitive labelling. With its two centres of excellence, the company blends tradition with technology to deliver premium, customised packaging that both enhances brand identity and enriches consumer experiences worldwide.



DECORATION EXCELLENCE

Ardagh possesses the largest in-house glass container decoration facilities of any glass packaging manufacturer in Europe. By operating two dedicated centres of decoration excellence, the company achieves a high level of flexibility and efficiency, optimising output at each location while also ensuring that knowledge and expertise are shared across the wider organisation. Both centres have become recognised for their creativity, having produced internationally acclaimed bottle designs that make use of advanced glass decoration techniques in direct response to evolving customer requirements and shifting market trends. The company demonstrates a genuine passion for innovation in glass decoration, devoting extensive time and energy to exploring what resonates most with consumers. This dedication extends to consistently testing the technological boundaries of what can be achieved. Ardagh is able to enrich a customer's design through the use of precious metals, apply metallic coatings that deliver a striking mirror finish across a broad spectrum of colours, or integrate high-quality transfers and decals to create a distinctive super-premium appearance.

FUTURE OF DECORATION

A highly skilled team of engineers and designers continues to stretch the boundaries of possibility, advancing new decorative finishes and effects in close collaboration with the Group's R&D division. Among the more notable developments are powder-coated finishes that offer durability and colour depth, partial sleeve applications tailored for labelling smaller areas of containers and satin etching techniques that provide complete frosting across cylindrical and conical bottles. Consumers, increasingly selective in their purchasing decisions, demand packaging that deliv-

ers both visual and tactile engagement. Ardagh therefore looks constantly for new solutions to meet those expectations. The company has the capability to apply intricate detailing to bottles and jars by hand, using ceramic transfers, badges and seals of virtually any design to produce packaging with a distinct mark of excellence. Additional innovation has been realised in the creation of thermochromic and tactile coatings, designed not only to capture attention but also to enhance the consumer's interaction and overall experience with the product.

SCREEN PRINTING

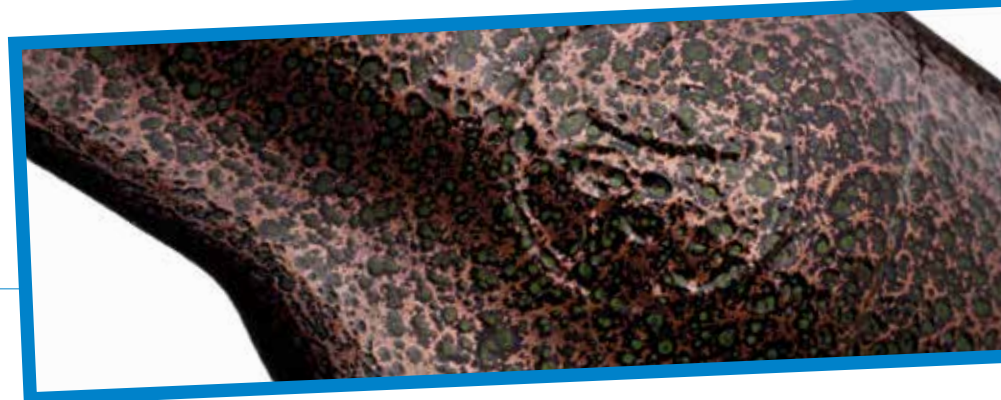
Another area of strength is screen printing, a process that exemplifies Ardagh's commitment to pushing decorative innovation. This technique is already trusted by several of the world's most iconic brands, among them Coca-Cola, Bombay Sapphire and Absolut, to deliver consistently outstanding results. Customers can choose from a wide spectrum of options, including organic and lead-free inks, traditional ceramic inks and even real gold inks, such as those showcased



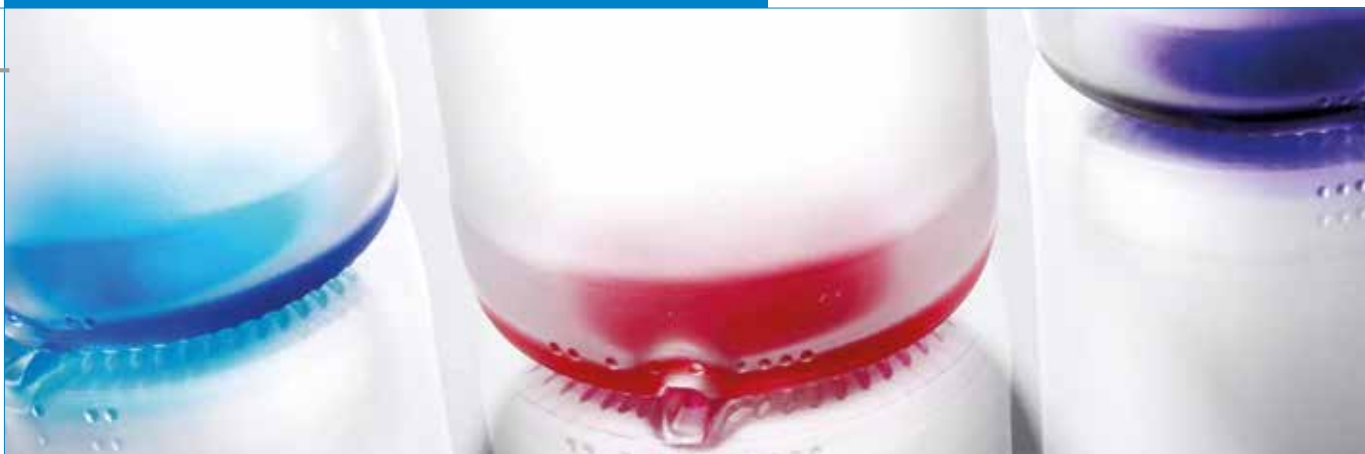
in the celebrated Absolut Elyx bottle. Ardagh's facilities enable 360-degree printing upon round containers, accommodating up to eight colours on the body and as many as five on the neck. The company also has the technology to extend screen printing to non-round and square-shaped containers - thereby ensuring no compromise in creativity or finish.

COATING

Coating represents one of the most cost-effective and versatile approaches to achieving distinctive colour and premium texture in packaging. This technique can deliver a broad range of finishes, from matte and gloss to eggshell, acid-etched, organic, metallic and pearlescent. Coating can also be successfully combined with complementary decoration methods, such as pressure-sensitive labelling, embossing or screen printing, creating virtually limitless options for tailored branding solutions. To further enhance consumer engagement, thermochromic inks are available, producing remarkable colour changes when exposed to tem-



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perature variations. Aromachromic coatings add another dimension by appealing to the sense of smell, offering a novel interactive quality. The company's comprehensive European Glass Catalogue features more than 600 standard bottles and jars, each of which can be adapted and transformed in its decoration facilities to meet individual brand requirements.

STEAM SLEEVING

Sleeving delivers an eye-catching, 360-degree full-colour presentation that ensures exceptional visibility on the shelf. This decoration method covers almost the entire surface of the bottle, giving creative design and branding maximum impact. Beyond aesthetics, sleeving also provides practical benefits, including added protection during filling and handling, reduced UV exposure and extended product shelf life. The technique is equally effective for high-volume lines and for limited-edition products that demand uniqueness. Once again, the company's European Glass Catalogue serves as a source of inspiration, showcasing hundreds of standard bottles and jars that

can be given distinctive identities through sleeving.

PRESSURE SENSITIVE LABELLING

Pressure Sensitive Labelling, or PSL, offers a contemporary 'no label' appearance that supports intricate and sophisticated graphics. These can incorporate metallic effects, varnishes that add tactile qualities and silver or gold foils for heightened premium appeal. The advanced PSL technology is capable of applying up to four labels in one process, adaptable to glass containers of virtually any shape. This labelling method provides customers with the flexibility to differentiate their packaging while retaining the functional and visual strengths of glass. Every option is presented in the European Glass Catalogue - reinforcing the sheer range of decorative possibilities available.

EMBOSSING

Embossing, while executed in the mould rather than as a secondary treatment, remains one of the most effective and affordable decoration methods. It lends a high-quality

look and tactile feel to bespoke packaging. Here advances in technology have enabled increasingly intricate and sophisticated effects, including sculptured embossing, a technique that has grown particularly popular for crests and branding elements on premium spirits containers. Ardagh has taken embossing into new territory by adopting 3D sculptured techniques that reproduce brand identities through striking text effects and graphic imagery. Whether used to highlight provenance with a logo or coat of arms or to create distinctive surface textures such as diamonds or striations, this approach ensures sharper, more precise finishes. By blending tradition with innovation, the company delivers embossed glass packaging that speaks unmistakably of authenticity and quality. ■



ArdaghGlass
Packaging

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