

Real Touch™

Tactile Packaging

Add touch to your packaging



Real Touch™

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Flair's Real Touch innovation is available to all products and markets



- Innovative alternative to conventional print
- Economical solution for brand differentiation
- Tactile enhancements for complete sensory experience
- Unique textures for impactful shelf appeal
- Developed for food and non-food applications
- Available in various formats to meet a wide range of applications

Real Touch™
Paper™

Realistic natural paper look & texture for all film substrates

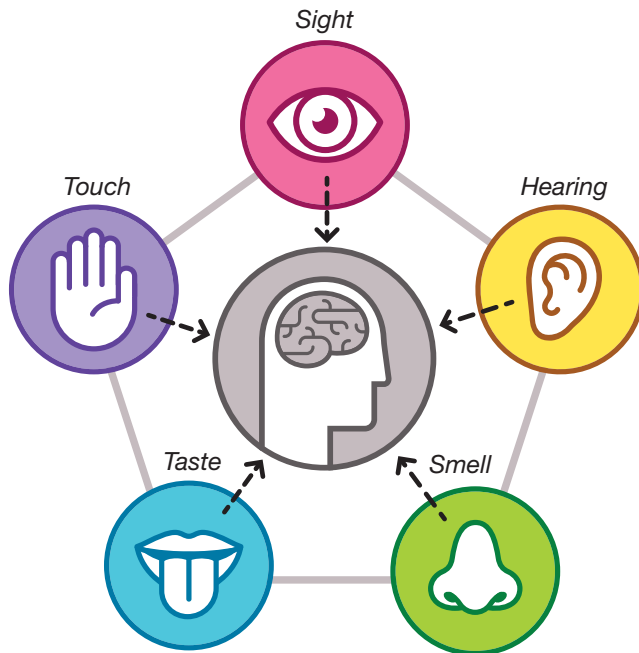
Custom design consultations are available for texturization of both new and existing brand packaging designs. Connect with a Flair expert to give your brand a shelf appeal they'll feel.

“

A memorable experience can forge a stronger connection to the product or service, increase satisfaction, and influence the consumer's behavior and attitude.

”

- Manzano, et al.



*Sensory marketing,
made possible with
Real Touch™*

As consumers are increasingly overwhelmed with messaging, the challenge for brands to establish a distinct identity has never been more complex. While the traditional focus on visual impact has served brands well, the growing field of sensory marketing reveals that consumers also rely on their other senses to assess products and form brand perceptions.

By appealing to their sense of touch, tactile properties allow consumers to form more detailed perceptions in a unique and memorable way. The impact of visual appeal demonstrates that consumers' first interaction with your brand sets the precedent for their future interactions, making a memorable experience critical to your success.

Flair's Real Touch innovation offers brands the opportunity to physically connect with consumers, making that experience more real by adding a bit of touch to your packaging.

INNOVATION CENTER

Flair's Innovation Center represents our commitment to expand our resources beyond expectation, and to partner with our customers to deliver results beyond packaging.

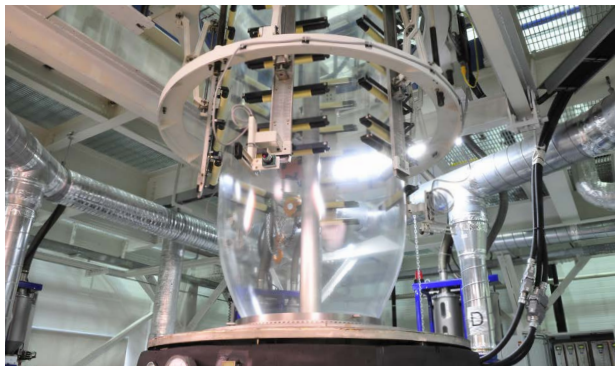
From analyzing your requirements and innovating unique structures, to printing and performance testing on specialized equipment that simulates your processing conditions, Flair's Innovation Center offers in-house support for your needs from start to finish, providing uncompromising quality in packaging solutions.



Analytical Lab / Calgary, Canada
Scientific Perspective



Converting Facility / Incheon, South Korea
Converting Perspective



Extrusion Facility / Pyeongtaek, South Korea
Film Extrusion Perspective



Application Lab / Calgary, Canada
End-User Perspective

Market-Driven & Customer-Focused Innovation, Since 1992

Flair Flexible is a privately-held, fully-integrated packaging manufacturer, focused on comprehensive support and solutions for your packaging needs, no matter your size or budget. Complete with GFSI-recognized FSSC22000 certification of our food safety management system, Flair's products are FDA, USDA & CFIA compliant for safe solutions you can rely on.



FlairPackaging.com
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