

Holographic Metalized Polyester Film in the ripple pattern




GPI's 20 pt Coated Recycled Board (CRB)




Kellogg's® brings excitement to the cereal aisle and demand among fans by enhancing the Disney's Frozen® 2 carton with holographic laminated board

Holographic Metalized Polyester Film in the ripple pattern was supplied by Spectratek and laminated to Graphic Packaging International's 20 pt Coated Recycled Board (CRB)

Innovation Highlight: Elevated experience

Solutions 

- **Holographic material** is available in a variety of patterns and Graphic Packaging developed prototypes with various options in order to select the best material for the design.
- **Opaque white ink**, printed in select areas, create depth. Graphics with opaque ink stand out, while background areas are printed with transparent inks, allowing the effect of the holographic film to shimmer through.
- **Two different display panels** create more shelf interest and giving the appearance of two different packages.

Results 

- The holographic material breaks up the reflected light into its spectral colors, **creating movement on the shelf** and grabbing the consumer's attention as they walk by.
- The result **drives excitement** in the cereal aisle and new purchases to **create top-line revenue growth**.