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Penn Color's penneffex™ Sparks Inspiration and Innovation in Consumer Goods Packaging Design

(Doylestown, PA, Date 2020) – Penn Color's penneffex™ delivers a high-end, eye-catching finish for FMCG packaged products. With nearly unlimited customization options, the penneffex™ line combines Penn Color's creativity, expertise in colors and special effects and knowledge in manufacturing processes, to inspire creative brand design ideas in product categories such as home care, personal care, food and beverage, and more.

With variations including matte, brushed metal, frost, metallic, luster, and bubbles, penneffex™ offers brands a powerful way to engage with the consumers' senses and emotions. Whether the consumer is walking through the store, or idly shopping on-line, penneffex™ enables brand owners and creative marketing teams to better engage with their loyal and new customer base to create a unique and eye-catching product design that conveys brand values like high-end quality, sustainability, transparency, and more. The products utilize creativity and advanced technologies to bring product packaging in line with brand's messaging and values.

"The core concept of penneffex™ is to create building blocks of unique and differentiated colors and special effects: these building blocks become a source of inspiration for product design teams and they are used in bespoke formulations, developed "live" with our customers, in our technical center." said Phil Riccardi, Industry Manager Packaging North America. "In a typical 3 day blitz session, we utilize our extensive capabilities and a fast iteration process, to design and prototype 70 to 80 unique concepts, which are presented in their finished part form: with penneffex™, creativity has no boundaries and our development process reduces time to market by months"

"The penneffex™ line sets consumer goods products apart from other items on the shelf, by pushing the limits of product packaging design to achieve colors and effects not yet seen on the market today." said Simon Clarke, Industry Manager Packaging Europe & Asia. "Part of the differentiation comes from our ability to combine colors and effects with the latest enabling technologies. For example, through our own prototyping capabilities and our close relationship with leading equipment manufacturers, we can use multilayer co-injection to explore hundreds more design combinations."

Penn Color's penneffex™ solutions are ideal for unifying brand design across a number of different products, as well as for unique packaging redesigns that are imaginative and product-inspired.

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PENN COLOR USA LOCATIONS

CORPORATE HEADQUARTERS
400 OLD DUBLIN PIKE
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2801 RICHMOND ROAD
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For more information, visit <https://www.penncolor.com/markets/packaging-and-consumer-goods/pennefex/>.

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Penn Color is a leading global supplier of colors, functional additives and services to a large variety of industries. The company has the most diversified portfolio of products and serve 20 different end-markets, with thermoplastics as well as inks and coating applications. Penn Color is headquartered in Pennsylvania-US, with operations in five locations the US, one in The Netherlands and other representations in Asia.

www.penncolor.com

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