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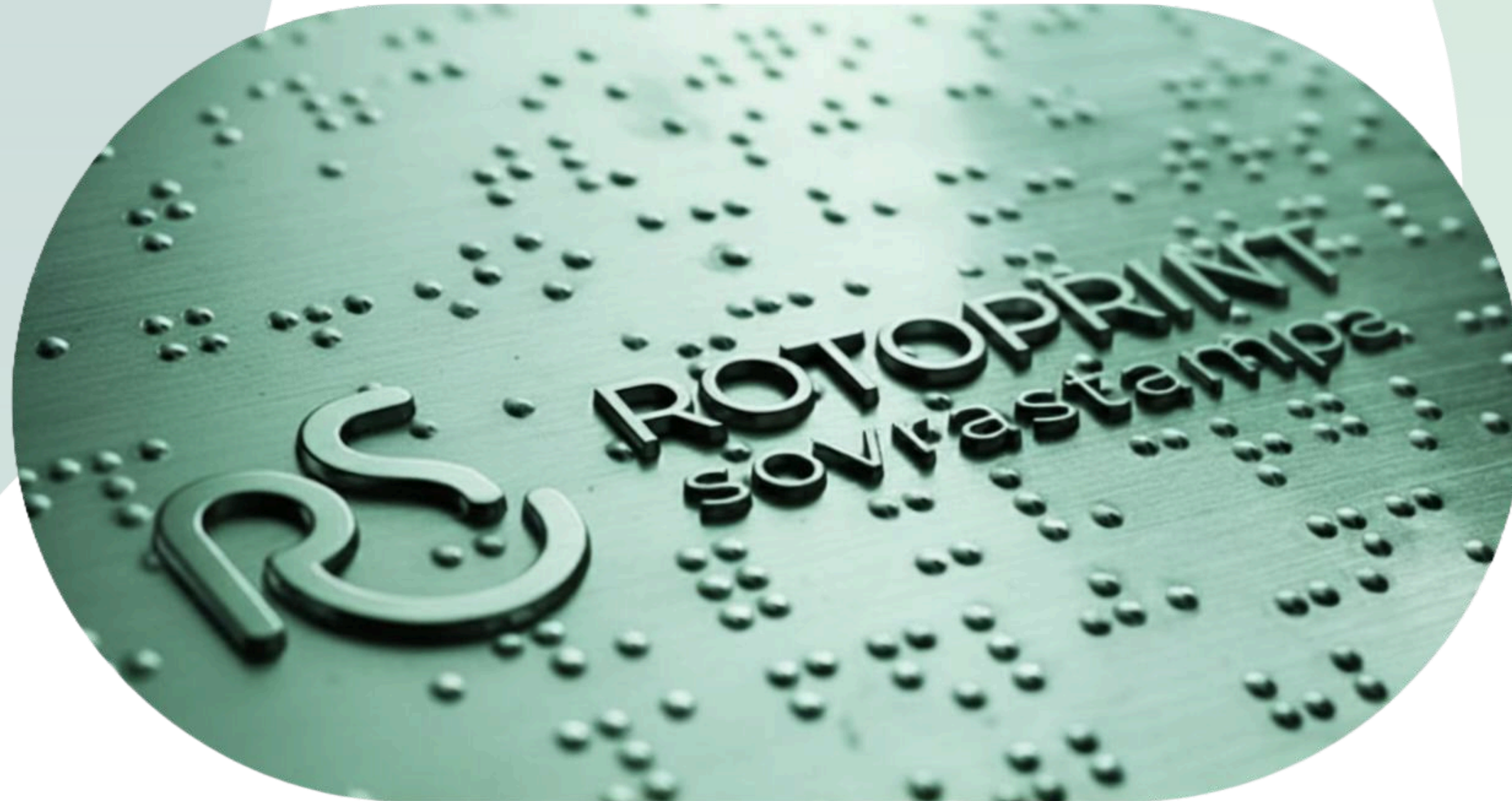
ROTOPRINT
sovra stampa

innovating

since

1978

Inclusive Packaging



EMBOSSING and ***BRAILLE***
that make the difference



NON-ACCESSIBLE packaging

“BRAILLE IS CURRENTLY ONLY PRESENT ON MEDICINES”

(Currently no solution for flexible packaging)

A concrete step towards packaging that is:

- **INCLUSIVE**
- **ACCESSIBLE**
- **MINDFUL OF NON-SIGHTED PEOPLE**



Patented Technology

(US GRANTED PATENT/PENDING INTERNATIONAL PATENT APPLICATION)

Rotoprint Sovrastampa revolutionises flexible packaging with a patented **EMBOSSING** in register technology, allowing the creation of logos and text in **RELIEF** and/or **BRAILLE**

- Every package becomes **accessible** and **premium**, even for non-sighted people
- Integrated into the production flow
- A concrete step towards truly **inclusive** packaging



Marketing Benefits

WHY DOES IT MAKE A DIFFERENCE?

The distinguishing touch: design, value, and accessibility

Companies

DISTINCTIVE BRAND

the **embossing** enhances the brand and makes it unique on the shelf

MARKETING

new lever to create **value** and differentiate the offer

CSR/ESG

contribution to inclusion, strengthening corporate reputation

Consumers

AUTONOMY

easily **recognise** products without assistance

SAFETY

reduce errors and risks related to wrong products

SENSORY EXPERIENCE

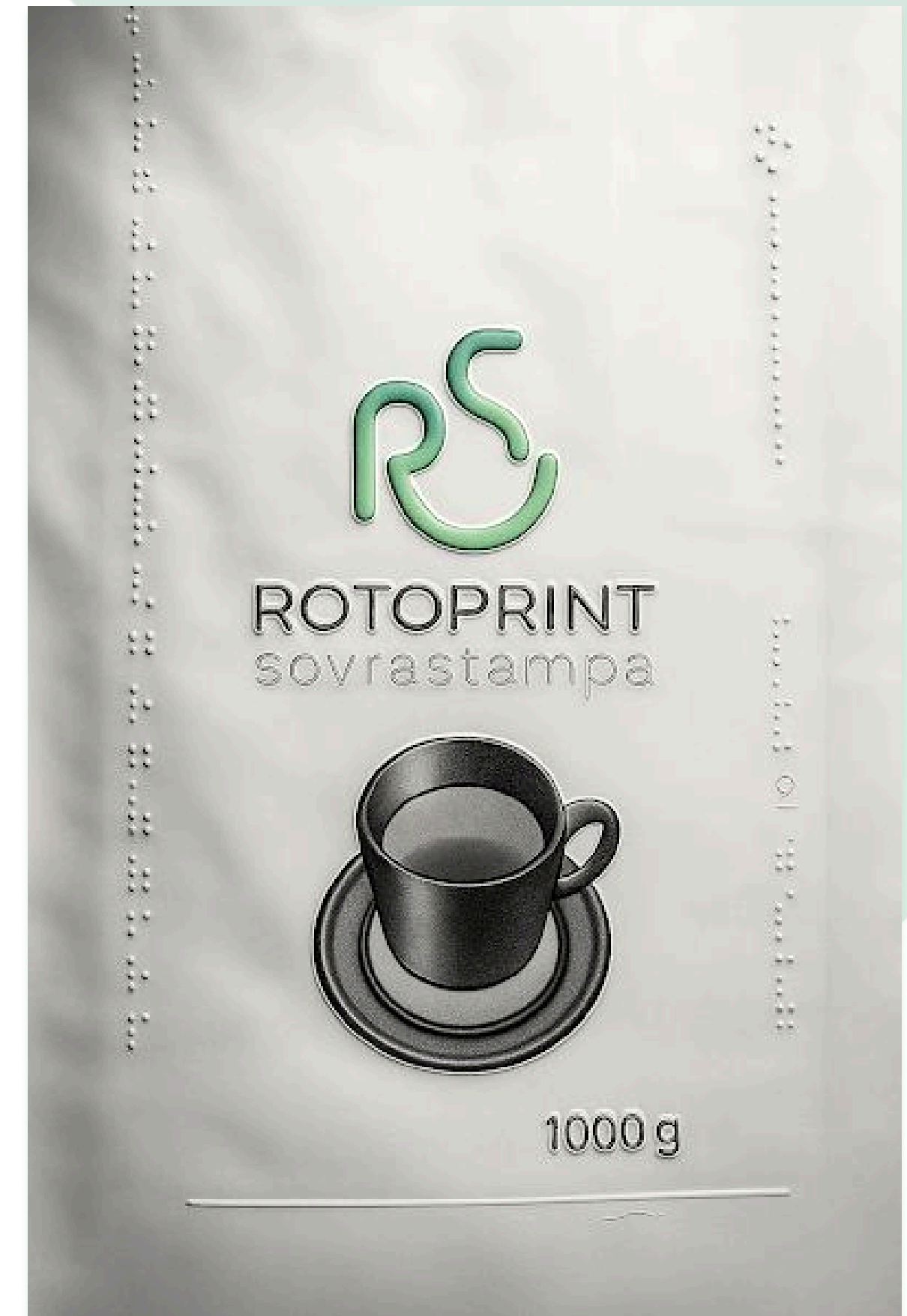
a packaging that is seen and **felt**, more inclusive



ROTOPRINT
sovrastampa

INNOVATION
INCLUSION
VALUE

for flexible packaging



Not a detail, but an exclusive feature: the embossing that distinguishes

for packaging that is not only to be seen... but that can also be felt!





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sovrastampa

innovating since **1978**

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Thank
You



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