

SOFT TOUCH

Softness and elegance in just 17µ

Are you seeking for a touch of elegance on a matt packaged perfume label? To fascinate your consumers with the softness of a luxury body cream label? Or you are just looking for that unique and original touch on your label?

Soft Touch is a velvety soft lamination which adapts well to any type of label in the cosmetics and personal care sector or the food and beverages sector, in particular for **luxury and high-end packaging**.

The skills of our research and development department, combined with advanced technological ability, have always ensured Ritrama stands out making this unique laminated film possible. Its transparency allows creation of **velvety labels in any colour**, starting from material in film or paper, white, clear or metallic and printed using any technology on the market today.



SOFT TOUCH

A velvet touch and elegant sight

It is particularly suitable for matt packaging, as it maintains the same aesthetic line, with an extra amazing tactile. Soft Touch consistently confers **softness to all surfaces of the label**, maintaining that velvet sensation even on printed areas.

This versatile lamination catches the eye especially on paper-based self-adhesive materials capable of enhancing a label on any medium through simple lamination, giving an **aesthetically fascinating and pleasant to touch appearance**, suitable for those projects requiring aesthetic originality, but on a small budget.

PRODUCT	ADHESIVE	LINER	FACE WEIGHT g/m²	FACE THICKNESS µ	DESCRIPTION
07188 RI-767/17 SOFT TOUCH PP MATT CLEAR	AP901	WG62	16	17	Matt clear polypropylene with soft touch effect



Do you want to fully benefit from the power of Soft Touch?

This lamination can be combined with a “clear on clear” label and applied to packaging with decal sticker printing on the back, therefore with printing turned inwards. If a shower gel, shampoo or body cream, for example, is used in a very humid or wet environment, like a shower, the Soft Touch laminated label becomes clear and creates a “window”: this will surprise the consumer whose curiosity is aroused by the message communicated by the internal decal, which was invisible till then.