

FORMED PROFILE PRINTING

Formed Profile Printing is an advanced packaging technology that allows high-quality graphics to be printed directly onto shaped packaging without distortion, maximizing brand visibility across the entire package.



SOLUTION OVERVIEW

Formed Profile Printing is a revolutionary printed forming web technology that enables graphics to be applied to packaging without distortion. This allows for full utilization of the entire packaging surface, ensuring your brand remains visible from multiple angles—not just one side. The result is increased point-of-sale visibility, helping your brand stand out no matter how the product is merchandised.

BENEFITS

BRAND EXPERIENCE

- Superior utilization of package surface area allows for increased graphic footprint and improved brand/packaging call out placement
- Allows for additional branding placement options to help ensure package stands out on shelf
- Eliminates graphic distortion on all content
- Bar codes can be placed on side and/or bottom to increase package scanability



Shown: Sidewall printing on crab meat sticks



Shown: Sidewall printing on queso fresco

ADDITIONAL INFORMATION

MATERIAL

Forming Webs:

- NT is recommended structure with trapped print
- T-series is possible under certain run conditions and minimal draw depth (due to temperatures and ink pick off during forming process)
- 1/2" to 4" draw depth is recommended for image density but may vary depending on image

Shapes:

- Straight side walls are preferred
- Product fit in forming die may impact the quality of the final package (loose fit, baggy appearance, etc. is not recommended)
- Currently available on cylindrical puck and rectangular/cube shapes (New geometrical shapes could be developed but would require additional development and lead time)

EQUIPMENT

- Forming web registration is required on packaging equipment
- Able to print on any rollstock press

SPECIFICATIONS

- Printing Type: Flexographic
- Color Specifications: No limitations
- Size: Art size depends on package shape and depth graphics including barcodes



Shown:



Shown:



Shown:

CASE STUDY



BRAND
EXPERIENCE

CUSTOMER:

Olé Mexican Foods

CHALLENGE:

Mexican food accounts for just over 60% of the U.S. ethnic food market for which the retail setting is highly competitive. Queso fresco, the most popular type of Mexican cheese, presents a unique challenge for brands that want to differentiate themselves on shelf. Round, puck-shaped packages of queso fresco are typically stacked in the retail dairy case, limiting shoppers to a side view and resulting in a lack of brand visibility.

SOLUTION:

SEE[®] developed an innovative printing technology called Formed Profile Printing which compensated for the distortion predicted to take place on the forming web. This innovative solution resulted in proper sizing and placement of the artwork on the profile of the queso fresco packages, allowing Olé Foods brand to stand out like never before in a sea of white, blank packages.

[Click here to read full customer success story](#)



INCREASED
SALES

16%
(1.5 MM)

over an 8 month period