

# Mainstream Product Decoration and More

On the shelf, it's a competitive battlefield to grab buyer attention. Brands embrace embellishments to elevate product persona for eye catching luxury and high-end appeal. In production, these decoration techniques translate into added processes and escalated costs. Now, with Scodix SHD™ technology, complex high-detail embellishments can be achieved efficiently and economically.

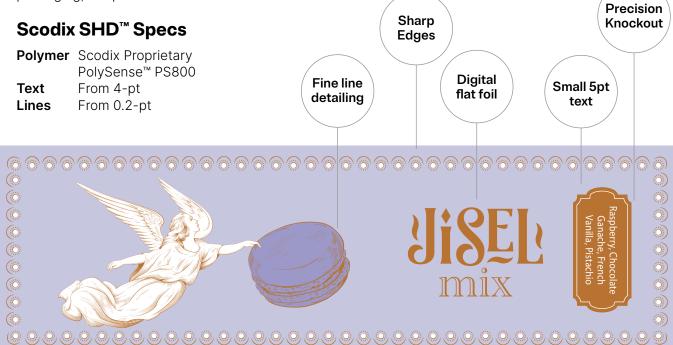
## **Embellish Any Design**

Scodix SHD empowers brands the freedom to innovate and embellish any element in a design. On a single job, the finest lines, intricate patterns, tiny text and large surface flat foiling all become possible, no matter the CMYK image print. For health and beauty and high end packaging, the possibilities become endless.

### **Powered by SHD**

Scodix Smart High Definition Technology (SHD) powers up Scodix Ultra Presses to print super high quality with Scodix Foil™ and Scodix Sense™.

The Scodix SHD™ kit is an addition to the Scodix Ultra 6000 Digital Press and once installed, it powers the press with a sophisticated RIP. In production, the Scodix press operator simply chooses the SHD option to activate the intelligent Scodix algorithm that allocates different size polymer drops to defined areas of an image, single drops to outer areas of an image for sharp edge definition and multiple drops for large area coverage. The process is robust, the output exquisite!





#### **About Scodix**

Scodix is the world leader in digital embellishments. With a proven and successful customer base, Scodix has shaped the advancement of the digital enhancement industry since its inception in 2007. The Scodix Ultra SHD Digital presses offer 16 embellishment applications from a single platform. Scodix offers precision embellishments across industries from commercial print, web-to-print, publishing and folding carton packaging. With a commitment to innovation and customer satisfaction, Scodix continues to prove the way for the future of embellishments.

#### Sustainable Embellishments

Scodix is committed to a greener and more sustainable future for the printing industry. Scodix embellishments are certified recyclable and repulpable. The Scodix process reduces make-ready, waste, energy, and the need for toxic chemicals. In a recent life cycle assessment, Scodix results proved to be 85% more sustainable than traditional technologies. The Scodix Ultra SHD Digital presses, offer embellishments on uncoated media and includs a new foil indexing system for added material savings.

# **16 Embellishment Applications**



Scodix Sense<sup>11</sup>



Scodix Foil™



Scodix Spot



Scodix **Braille** 



Scodix **VDE** 



Scodix **Sculpture** 



Scodix Security



Scodix Matte



Scodix **Glitter** 



Scodix Cast&Cure



Scodix Crystal



Scodix Microembossing



Scodix SHD



Scodix Reflective



Scodix **Transparent Uncoated** 



Scodix