

Case Study 1

Interproof

for Creatives and Marketing

The Glass Dummy



Your challenge:

A printed beer glass is required immediately for the photo shooting of a new advertising campaign. The glass print cannot have any cutting lines, and is four colors plus matte and glossy gold.



Our solution:

Here the "RubOn" transfer technology is used. The image is printed in the predetermined colors on a rub-on carrier sheet and then transferred directly onto the glass – without any cutting lines.



The result:

Using the glass dummy, the photo studio can begin the photo shoot in time for the new advertising campaign.



DUMMY-SERVICE:

for

granola bars, bonbons,
cookies, pasta, soups,
yogurts, beer bottles,
toothpaste tubes,
household cleaners,
cream jars, diapers,
cigarettes, milk drinks,
baby food, shampoos,
hairspray cans, razors,
sausages and cold cuts,
cheese, chocolate bunnies,
chocolate Santa Clauses,
liqueurs, cat food,
detergents, margarine,
beer glasses, medications

and last but not least ...
your product.

Contact us for information without obligation. We're happy to assist you, also for last-minute deadlines.

Your Interproof Team
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