



Interproof®

Case Studies for Creatives and Marketing

The Glass Dummy

The Beverage Can Sleeve

The Flow Pack with Window

The Kitchen Roll

The Tube

Metallic Stand Up Pouch

The Large-format Dummy

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The Folded Box

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The Sleeve

Hygiene Barrieres

The No-label Decal

The Sustainable Solution

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Metallic Rubons

The Chocolate Bar

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The Sachet

Proofing Prototypes

The Polybag

Dummy Coatings

Case Study 1

Interproof®

for Creatives and Marketing

The Glass Dummy

The 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
www.interproof.de

INTERPROOF GmbH & Co. KG - Ginnheimer Landstrasse 35 - D-60487 Frankfurt am Main
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Case Study 2

Interproof®

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The Flow Pack with Window

The challenge:

In order to present your product in the design studio's new look, dummies are needed on short notice. The high standards of the brand should be reflected in the quality of the dummies.

Our solution:

Using our Metralor digital printing technology, we print on clear polypropylene foils in four colors plus white and metallic spot colors. The window allows the customer to see the product. A small number of dummies is created well within your tight schedule.

The result:

A flow pack wrapper with a market-optimized appearance: filled with the original product, closed with sealed-edge grooves and delivered on time. From print to assembly, one competent, single-source partner. And just one night away from you via overnight delivery.



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hairspray cans, razors,
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Case Study 3

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The Tube

The challenge:

Market research needs tube dummies. The tubes should retain their shape and attractive appearance even after being passed around from hand to hand.



Our solution:

We fill an original white blank tube from the production with a firm mass and shape it to a perfect tube. With our Metralor digital print the white tube takes on your brand identity.



The result:

A tube dummy that is virtually identical to the subsequent original – but more robust! These tube dummies will also remain unchanged after long test series. They guarantee reliable market research results.



DUMMY-SERVICE:

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cigarettes, milk drinks,
baby food, shampoos,
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Case Study 4

Interproof®

for Creatives and Marketing The Large-formate Dummy

The challenge:

Your brand advertising should be visible from a distance, strikingly representative and impress on a grand scale.
Examples include a company car, refrigerator or trade show booth.



Our solution:

A large-format solvent-based digital print in photo quality on outdoor self-adhesive foil: carefully adhered, lightfast for many years.



The result:

Your advertising medium, produced on short notice as a single piece or in a small series, as a durable attraction. In the truest sense of the word – a grand appearance.



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Case Study 5

Interproof®

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The Folded Box

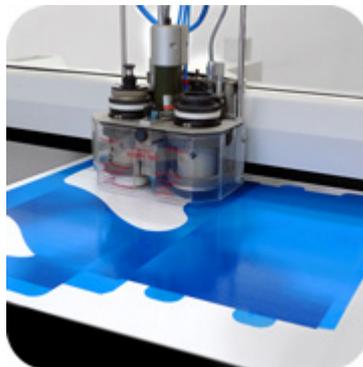
The challenge:

You require folded boxes in very small quantities, starting with just one piece, but from various die cuts. A white sample or one printed in four colors plus a metallic spot color – from digital data and without expensive tools.



Our solution:

For example, a corrugated micro-flute cardboard printed with a solvent-based digital printer, grooved and punched out by a CAD plotter and assembled into a folded box.



The result:

The customer-oriented functionality of a new package can only be tested with a faithfully reproduced dummy. The entire production takes place in our facility, guaranteeing 100 percent confidentiality and secrecy.



DUMMY-SERVICE:

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baby food, shampoos,
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Case Study 6

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The Sleeve

The challenge:

A tailor-made design that tightly fits the dummy. A dummy to touch and photograph, which can show its best sides in a test.

Our solution:

Shrink foil – it can be digitally printed in CMYK, with a metallic ink, Iriodin® pearl effect, and in white. Welded to a snug sleeve, the foil shrinks around the form under hot air and smoothly fits the design onto the object's contour.

The result:

A test dummy – in the unmistakable shape and design of your new product – ready for its “public appearance.”

... last-minute and confidentially produced, delivered the next morning per overnight courier.



DUMMY-SERVICE:

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cookies, pasta, soups,
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Case Study 7

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The No-label Decal

The challenge:

A mock-up for sales representatives. For this you need a highly transparent decal that gives the impression of being printed directly on the container. You want it be ready to be tested on the product bottle.



Our solution:

A contour die-cut no-label decal – made of transparent self-adhesive foil – printed in CMYK plus a metallic ink, Iridin® pearl effect, white as well as matte and glossy UV coating.



The result:

A mock-up that dependably demonstrates how the color of the product's content harmonizes with the decal design. A perfect mock-up sells better than a thousand words.

... last-minute and confidentially produced, delivered the next morning per overnight courier.



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

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Case Study 8

Interproof®

for Creatives and Marketing Embossing and UV Varnish

The challenge:

Cardboard packaging in various designs are needed as advance samples for a dealers' conference on Monday 9:00 a.m. The embossing, braille and partial glossy varnish are an absolute must.

Our solution:

Printing ink applied digitally in multiple layers generates the raised embossing. Costly embossing tools are unnecessary. Using this technique, there is no need to forgo the embossed braille.

A partially printed UV high-gloss varnish creates the shiny highlights.

The result:

A truly tactile experience. A showpiece that rightly deserves this description, because it turns the dealers' conference into a real show.

... last-minute and confidentially produced, delivered per overnight courier.



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

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Case Study 9

Interproof®

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The Chocolate Bar

The challenge:

The trade show draws closer. A new product passed every test. In a short time it is supposed to be presented at a trade show. Layout files are available, but there is still no original from the series production. Dummies are needed instead.



Our solution:

Digital foil print from Interproof, in CMYK plus white and simulated spot colors. Flexible, quick and reliable. The chocolate bar is made from styrofoam and assembled with the print into a finished dummy.



The result:

A convincing chocolate bar dummy whose interior doesn't melt under the spotlights at the trade show and is the original product's able forerunner for the store shelf.

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for

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Case Study 10

Interproof®

for Creatives and Marketing

The Sachet

The challenge:

The new design line for guest cosmetics is to be presented to a hotel chain management team.



Our solution:

Digital foil printing from Interproof in four colors plus white on aluminum PE composite foil in transparent and opaque colors. The edges are sealed using the impulse welding method.



The result:

Perfect sachet dummies for single-size creams, shampoos, lotions and towelettes.

... last-minute and confidentially produced, delivered per overnight courier.



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

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Case Study 11

Interproof®

for Creatives and Marketing

The Polybag

The challenge:

Polybags made of wafer-thin, flexible, transparent or white PE foil are to be tested by consumers.

The dummies should not be recognizable as such and must feel like „the real thing.“

Our solution:

We digitally print on the same polyethylene foil that will be used later for the production series. Besides the standard four-color inks, also white, gold, silver and Iriodin® are possible. Experienced hands weld and form the foil, then fill the finished bag.

The result:

Flawless individual samples that guarantee reliable test results.

... last-minute and confidentially produced, delivered per overnight courier.



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

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Case Study 12

Interproof®

for Creatives and Marketing The Beverage Can Sleeve

The challenge:

Beverage cans are needed for a consumer test. The design extends over the shoulder of the can. Neutral cans are not available.



Our solution:

We procure cans from the store and coat them to give them a neutral appearance. Sleeves are the first choice for the new test printing. They are available with both glossy and matte surfaces. The sleeves even fit snugly on the shoulder of the can.



The result:

Cans, just like in the supermarket.

Perfect individual items – produced at the last-minute, economically and confidentially, and delivered the next morning per overnight courier.



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

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Case Study 13

Interproof®

for Creatives and Marketing

The Kitchen Roll

The challenge:

The TV studio is booked. The product designs have been newly created for this presentation. The date is getting closer, and the photo-quality, plastic-wrapped kitchen rolls need to be at the studio on time.



Our solution:

The customer-supplied kitchen rolls are printed using our soft-jet direct method – in four colors with crisp edges. The super-soft, crystal-clear polyethylene film is printed on the inside in four colors + white; it encases the kitchen roll perfectly and is camera ready.



The result:

TV dummies, printed and assembled from a single source. This allows total scheduling control and flexibility during production.

Perfect individual items – produced at the last-minute, economically and confidentially, and delivered the next morning per overnight courier.



DUMMY-SERVICE:

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Case Study 14

Interproof®

for Creatives and Marketing Metallized Stand Up Pouch

The challenge:

Flexible, metallized packaging made of foil are a special challenge for design and marketing. Neither an image on a computer screen nor a simple color printout can convey what makes their attractiveness and liveliness so unique: the firework of radiating reflections in every light.

Our solution:

Interproof's special technology for sample production: metallized foils are printed with transparent inks, either with a mirror-like or soft-touch matte effect. Opaque white ink is applied to create non-metallized areas that contrast the mirror-like reflections.

The result:

Packaging dummies, printed and assembled from a single source. This enables complete deadline control and flexible reactions during production.

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Case Study 15

Interproof®

for Creatives and Marketing UV-direct Printing

The challenge:

The printing of three-dimensional objects involves some difficulties and cannot be handled with conventional printers, especially if embossing, relief or texture is to be printed.

Our solution:

With the latest generation of UV flatbed printers, Interproof offers a reliable alternative to conventional printing techniques. Even complicated printing requirements can be easily met with the height-adjustable printing table for objects up to 100 mm high!

The result:

Direct printing produces a very high-quality result that perfectly simulates a subsequent print run. Even glass embossing is possible.

Perfect individual items – produced at the last-minute, economically and confidentially, and delivered the next morning per overnight courier.



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Case Study 16

Interproof®

for Creatives and Marketing

Metallic in Large-format Printing

The challenge:

Metallic special inks in large-format printing were previously difficult to print. However, the representation of such colours in digital large format printing is desired for high-quality posters, displays, POS products, stickers and other prints.

Our solution:

By using a special metallic ink it is now possible for us to create special colour effects in silver or gold on a wide variety of printing materials. Due to the high colour fidelity of the special colours shown, your printing results can be produced according to requirements.

The result:

Impressive colours with high resolution and on a wide variety of substrates. Metallic in XXL and without compromises!

Perfect individual items – produced at the last-minute, economically and confidentially, and delivered the next morning per overnight courier.



DUMMY-SERVICE:

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Case Study 17

Interproof®

for Creatives and Marketing Hygiene Barriers

Stand system:

Can be individually adapted to your needs and can also be used as a partition or counter solution. Easy to set up and reusable. The roll-up variant can be converted with little effort and thus serve new advertising purposes. Printed here with a crystal-clear film sticker.



Hanging system:

Easy installation of transparent decorative cord. Variable in size and design, also possible with recesses. Can be transported easily rolled up thanks to the thin film used. Inexpensive and also reusable. Printed directly here, metallic printing is also possible.



Desktop solution:

Simply placed on the desk or counter in a visually appealing way, a hygiene barrier can be created without assembly work. Also possible with recesses.

*Short-term and inexpensive!
Click for price examples!*



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Case Study 18

Interproof®

for Creatives and Marketing The Sustainable Solution

The challenge:

Climate neutrality and environmental protection are among today's most important issues. A growing number of customers are attaching increasing importance to sustainability in the production of their articles.



Our solution:

Upon request, we offer the possibility to create your designs using multiple environmentally certified, PVC-free or recycled materials. It is also feasible to produce dummies from climate-neutral materials!



The result:

Owing to our considerable flexibility and special commitment, we are happy to help you execute your products in an ecologically responsible and precise manner. With the help of our RubOns or direct printing, we also can apply your images to natural materials such as wood or stone.



DUMMY-SERVICE:

with sustainable substrates such as:

grass paper made from renewable grass and waste paper,

recycled paper made from 100% waste paper,

fresh fiber papers without additives – purely mechanically treated,

organic natural papers,

environmentally sound papers with pulp substitutes such as leather, silphie or other by-products of food production,

hemp papers,

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Case Study 19

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Metallic Rubons

The challenge:

Your print or dummy should feature metallic effects. Applying hot or cold foil stamping is time-consuming, and makes the print or dummy no longer usable for other design or color variations.



Our solution:

RubOns in your preferred design can be applied either temporarily or permanently. Our RubOns can be removed without leaving any residue and without destroying the print or dummy.



The result:

The perfect simulation of hot or cold foil stamping enables you to offer your customers a variety of metallic finishes. We also carry effect foils from various manufacturers in our portfolio!



DUMMY-SERVICE:

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Case Study 20

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for Creatives and Marketing

Certified Proofs with Metallic Finish

The challenge

Present a new packaging with spot colors and possibly even special effects, for example foil stamping. Since designing on screen often leads to incorrect color results, you need a reliable control instrument.



Our solution

We establish color accuracy with a certified GMG proof. The proofs are printed on a GMG software-controlled output device, measured with the appropriate tool, and certified according to an ISO coated v2 (39L) profile.



The result

Your defined CMYK or spot colors can be output in a controlled manner and certified for print acceptance. The additional possible simulation of hot/cold foil stamping allows you to present a perfect preview of the printing result to your customer.



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
www.interproof.de

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Case Study 21

Interproof®

for Creatives and Marketing Print-identical prototypes Proofing Prototypes

The challenge

Fabricate prototypes as samples for a presentation or testing purposes. Color accuracy and the haptic have top priority. Spot colors, a hot/cold foil look and coatings are part of the layout. These are difficult to produce in small batches..



Our solution

The printout is executed on a variety of calibrated substrates using GMG proof software. We ensure color accuracy with a certified proof. The printouts produced on the desired substrate are converted into samples.



The result

Samples such as bags, labels, sleeves, cardboard packaging or tube dummies can be presented to your customer perfectly and true to color as a print-identical prototype.



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Case Study 22

Interproof®

for Creatives and Marketing Dummy Coatings

The challenge

Provide a bottle cap that matches the bottle's motif for a presentation. Unfortunately, the two colors are very different, so a quick solution is needed!



Our solution

Our printing inks can be used as paint coatings, therefore it's possible to reproduce almost any color according to Pantone and HKS standards or from a sample. We work visually, which means that every paint coating is mixed,



The result

We create samples according to your specifications quickly and smoothly. Thanks to our in-house production, we can coat objects and turn them into perfect dummies. Even complicated color schemes can be achieved in matte or glossy and refined with our Ru-bOns or with UV direct printing.



DUMMY-SERVICE

for

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household cleaners,
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