

CURIOSITY, COLLABORATIVE ENGAGEMENT & EXPLORATION  
IN THE PACKAGING INDUSTRY

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AN INTERVIEW WITH



## How does LUX GLOBAL LABEL bring innovation to the global product label, security and specialty packaging marketplace?

LUX leads the packaging industry with our patented Vial Wrap and NGD booklet labels which are used throughout the Pharmaceutical and over-the-counter (OTC) industries. Both patents provide our clients with cost effective, simple solutions for presenting large amounts of information to the consumer. Our proprietary inks, called LUX EFFECTS, are used in the health and beauty and household chemical industries, among others, and acts as a true market disruptor on the store shelf, consistently boosting our clients product visibility, decreasing their packaging costs and offering a sustainable advantage over foils.

## Why do companies choose to work with LUX GLOBAL LABEL?

Our deep conviction, determination and relentless focus to help our customers realize their dreams are the reasons why companies choose to work with LUX GLOBAL LABEL.

LUX has the capabilities and know-how of larger organizations, with the intimacy, agility, responsiveness and flexibility of a smaller organization. Our world-class Lean Manufacturing environment affords us a superior competitive advantage in the market, and we share those gains with our existing and new clients.

Our clients appreciate LUX's culture and vision which emanate from our guiding principles:

- Sense of Urgency: We exhibit a sense of urgency in everything we do.
- Collaborative Engagement: With team members, clients and supplier partners.
- Open to Exploration: We are willing to do what others won't.
- Humility: We are appreciative and grateful for the opportunity to work with our clients.
- Human Capital: Our most important asset.

## What are the key trends driving disruption in the packaging industry today?

The biggest trend driving disruption in the packaging industry is Immersive Experience (IE). Technology has changed us physically, socially and cognitively, and in the last few years, packaging experience has begun to take importance over other features, like information, in purchasing influence. LUX is leading the way with Immersive Experience by collaborating with our clients in the use of Augmented Reality Labels.

Another trend that we are seeing take hold in the packaging industry is the shift towards a retailer-centric relationship. More than ever before, there is dialogue happening between the packaging supplier, manufacturer and retailer. Retailers are beginning to not only attend press proofs, but also meet with packaging suppliers to better understand trends, and to some extent, even dictate which packaging suppliers are used for their private label brands. This shift towards a more engaging relationship is noticeable with both online and store retailers alike and is a significant advantage for companies like LUX, who continuously make it a point to stay forward-thinking, dynamic and communicative with our customers.



## What are LUX's specific product offerings?

LUX's product offerings are broad and dynamic:

- Pressure Sensitive, Reseal, Tamper Evident and Security Labels
- Augmented Reality Labels
- Pressure Sensitive Shrink Labels
- Booklets, ECLs, Coupons
- Shrink Sleeves
- Shrink Bands including tamper evident features
- Inserts

To find out more, visit: [www.luxgloballabel.com](http://www.luxgloballabel.com)

## Join LUX GLOBAL LABEL at the American Packaging Summit.

On April 16 2019, LUX GLOBAL LABEL will join over 150 industry leaders to discuss current trends, strategic insights and best practices in packaging innovation, design, materials and branding. This unique summit brings together leaders from across all industry sectors – food and beverage, CPG, cosmetics, pharma, retail, toys and more – involved in the business of packaging. Connect with exhibitors and learn from the top industry influencers as we explore strategies to drive innovation, growth and profitability in an ever-evolving market.

Learn more by visiting the event website and program.