



## "Ultra-finesse": the final stage of laser decoration by Solev

The numerous designs by Solev's clients (including Dior, Jean-Paul Gaultier, Guerlain, Agent Provocateur and Cerutti) are all examples of the immense capabilities provided by a combination of metallization and laser engraving. This constantly developing expertise offers ever more creativity and performance.

**Solev has once more pushed out the boundaries of possibility in proposing a final sophistication : ultra-finesse.**

The new Solev lasers can produce decoration on metallized or lacquered surfaces, thus moving into the realm of micro-detail and micro-hatching, and enabling considerable freedom of action.

**Transparency, vibration and metallic brilliance with micro-lines or micro-hatching:**

- A subtle, radiant impression of the thickness of the glass and the fragrance through the decoration
- Bright, clear sheen of the hatched metal
- Presence of ultra-discreet, highly contemporary micro-graphics
- Flexible management of the degree of transparency
- Localized transparency; possibility of contrast with opacity...
- As the consumer handles the object, illuminating sparkles flash around, while watered and "facet" effects make the bottle seem to vibrate.

**And how about black?**

- Solev lasers mean that ultra-finesse can be used on a new 100% deep black non-metallic lacquer. This mix provides a level of definition that cannot be achieved with traditional decoration techniques.
- With a sexy fishnet look or an architected decoration, deep black creates an intense effect of ultra-finesse.

This process can be applied on glass and certain crystalline or tinted plastics such as PMMA and PP.

**An illustration of the degree of finesse**

Solev lasers can produce an hatching invisible to the eye (50 microns) when the object is held at arm's length. The dominant effect is one of transparency, a bright metallic sheen and reflections in the fragrance.

When the object is brought closer, the consumer will become aware of further details in the ultra-fine hatching, together with vibrations and optical effects.

Solev ultra-finesse thus opens up considerable opportunities in the decoration of packaging components for fragrances, cosmetics and skincare products. Highly adaptable to different materials, Solev ultra-finesse evokes high technology through decoration.

\* Solev specializes in packaging decoration designed for perfumes, cosmetics and spirits

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