

Soft Touch Printing

Add a high-end finish to your packaging that provides a soft look and feel to “wow your customers



We’ve previously discussed the value of providing a branded packaging experience and applying a soft touch finish that aligns with your brand value can be a great way to stand out amongst competitors and “wow” your customers. Soft touch printing is a great way to finish your packaging with a textured, velvety-soft feel that delivers a premium customer experience. Soft touch provides a smooth, soft and subtle feel that immediately stands out compared to other packaging. The soft touch finish can provide an appealing sensory experience for customers while handling products and even help to support a purchasing decision.

One of the great things about a soft touch finish is that it can add that desired texture to packaging [without affecting the overall look or colors](#), unlike a velvet lamination. Imagine having customers in your store being immediately impressed when they pick up a product because of the way it feels, and then sharing that experience with others. Quality packaging can add another element to your products and having that premium, soft touch texture can engage customers with your brand, which could lead to repeat purchases and elevate perceived brand value.

But why is it important to engage other senses with your packaging, besides how it looks? In Dan Hill’s book, *About Face: The Secrets of Emotionally Effective Advertising*, he’s found that engaging other senses like the “smell, taste, and touch of a product” create an engagement level that’s **three to four times higher** than the engagement level stimulated by merely seeing the product being displayed.” While you can’t engage every sense through packaging (yet), elevating the way your product feels through finishes like soft touch can help to engage your customers.

Soft touch printing may be a great option if you’re looking to enhance your customer’s experience through touch. Classic PKG Direct is happy to help with any of your soft touch packaging needs. Soft touch packaging can be a great way to stand out amongst competitors and promote your brand.



Industry Spotlight: Chocolate Arts

Chocolate Arts, located in Vancouver, Canada, is a great place to check out, not only for their amazing chocolates, but also for their premium packaging. Chocolate Arts and Classic PKG Direct recently coordinated a packaging program that included a soft touch finish to their folding sleeves. The soft touch finish provided a premium, velvety texture that paired beautifully with their inserts and showed off the high-quality image of their brand. When customers pick up their Chocolate Arts products or receive them as a gift, there is an immediate impact through the premium packaging that can deliver a memorable moment, even before they bite into the delicious chocolate.

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