

A finish is part of the product story.

A concise working guide for brand, design and marketing teams selecting the visual and tactile direction for premium flexible packaging.

Start with the product moment

Consider whether the pack should feel quiet and refined, instantly reflective, tactile, or deliberately high-contrast. This choice should support the category, price point and the way the product is encountered in hand and on shelf.

Then specify the finish

We translate the creative direction into a controlled production brief, including artwork hierarchy, material construction, decorative treatment, barcode and information-panel placement.

COLOUR. TACTILITY. CREDIBILITY.



 Aveda Packaging

Reference visual only. Final print appearance is confirmed through material, artwork and production specification.

Commercial note — Relative cost impact is a guide against standard print only. Final pricing depends on pack size, material structure, artwork coverage, number of SKUs, quantity and finishing combination.

1 Finish choices at a glance

Use this page to select a starting direction. Multiple treatments can be layered when they serve a clear visual purpose.

Finish	Visual / tactile role	Recommended for	Relative impact	cost
Soft-touch & velvet matte	Quiet, low-glare tactile surface with a considered, premium hand feel.	Beauty / supplements / premium retail	●●○ Moderate	
Glossy-on-matte contrast	Gloss detail over matte ground to create hierarchy, contrast and a controlled shelf highlight.	Beauty / food / premium retail	●●○ Moderate	
Holographic / laser film	Reflective light-play that creates a high-energy, modern visual signal.	Beauty / supplements / premium retail	●●● Moderate-high	
Metallic ink	Metallic ink highlights selected logos, rules or graphic details without a full foil treatment.	Food / supplements / premium retail	●●○ Moderate	
Metallic and foil effects	Reflective premium highlight for key brand moments, marks or typography.	Beauty / supplements / premium retail	●●●+ High	
Custom finish combinations	A layered system of matte, gloss, metallic and laser elements created around the brand language.	Beauty / food / premium retail	To be specified Specification dependent	

2 Brand and design decision checklist

01 / Define the hero moment

What needs attention first: a logo, variant name, benefit, illustrated world, material feel or product reveal? A finish should reinforce that hierarchy rather than compete with it.

02 / Select a base and an accent

Start with a dominant treatment such as matte, then use gloss, metallic or laser detail only where the brand needs a visual lift.

03 / Protect required information

Keep nutrition, ingredients, warnings, barcodes and QR codes legible and scannable. Decorative details must not reduce contrast or quiet zones.

04 / Brief the full range

Confirm what remains consistent across SKUs and what flexes by flavour, scent, colour or size. The strongest finish choices work as a system, not a one-off.

Need help turning a concept into product-ready artwork?

Aveda Packaging can assist with design development and finalise the direction into print-ready artwork, including dielines, information panels, barcode and QR placement.