



Interactive Packaging-Printed Illuminated Smart Packaging

Smart, Illuminated Packaging That Creates A Memorable Consumer Experience

Interactive Packaging Uses Printed Electronics And Thin Lighting Elements To Bring Products To Life. By Integrating LEDs, EL Or OLED Lighting Directly Onto Paper, Labels Or Bottles, Brands Can Create Packaging That Glows, Reacts To Touch Or Highlights Key Graphics. The Result Is A Premium Experience That Stands Out At Retail, Encourages Consumer Engagement And Supports Sustainable Packaging Goals. The Technology Works With Standard Printing Processes, Remains Ultra-thin, And Fits Smoothly Into Existing Converting And Bottling Lines.

SPECIFICATIONS :

- Printing method: screen printing or hybrid printing
- Light types supported: LED, EL and OLED
- Activation options: touch, pressure, timed or continuous
- Typical thickness: below 500 microns
- Substrate compatibility: paper, paperboard, PET, glass
- Power source: ultra-thin printed batteries or coin cells
- Operating voltage: depends on light module (standard low-voltage range)
- Custom shapes and circuit layouts on request

Key Features :

- Ultra-thin lighting elements suitable for paper, films and glass
- Touch-activated or motion-triggered illumination
- Supports LED, EL and OLED light technologies
- Fully customizable shapes, effects and activation zones
- Compatible with automated printing and finishing lines
- Safe, low-power operation
- Recyclable and disposable formats available
- Ideal for limited editions, gift packs and promotional launches

Advantages :

- Creates a distinctive Unboxing and shelf presence
- Enhances consumer interaction and brand recognition
- Supports sustainable, paper-based packaging
- Eliminates the need for plastic labels in many designs
- Lightweight, low-energy and safe for consumer goods
- Easy integration into existing production lines
- Ideal for Premiumization and product differentiation

Application :

- Premium bottles and illuminated labels
- Gift boxes and seasonal packaging
- Luxury cosmetics and skincare packs
- Promotional cartons and display units
- Point-of-sale materials

Technical Specifications :

Model Number	PE Interactive Packaging
Category	Functional Printed Electronics