

Take your graphics to  
a new dimension

with **ICONiC**<sup>TM</sup>

*drink cups by Berry Plastics*





**Don't sell your brand short!**  
**Explore the new standard in visual impact...**  
**Only available from Berry Plastics**

# ICONIC™

*drink cups by Berry Plastics*

## EXCLUSIVELY FROM BERRY PLASTICS

- The only provider in North America with the capability to decorate beverage cups using Indirect Flexographic Printing technology

## MAXIMIZED BILLBOARD SPACE

- Top to bottom printable area with a minimized gap

## PHOTO-LIKE PRINT QUALITY

- True 4-color printing
- No secondary component needed, decoration is applied directly to the cup
- Process graphics on colored and translucent substrates

## COST EFFECTIVE VERSUS SIMILAR UPSCALE DECORATION



True 4-color  
Printing



Increase Gradual Shading

Photographic Images  
Capture more depth

Complex Images  
Reproduced Accurately

Facial Tones Captured

TRANSLUCENT CUP  
SHOWN

Iconic Drink Cups

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**BERRY**  
 PLASTICS  
 CORPORATION  
 AND SUBSIDIARIES  
 LEADERSHIP BY DESIGN