

Shelf Impact Study

Can MacDermid's premium products, LUX & UVR, affect consumers' purchasing decisions?

MacDermid conducted a study at the Clemson University consumer experience lab to answer this question. We compared two different versions of energy drink bottles printed with standard digital plates and with MacDermid UVR with LUX Plate Processing. Here's some of what we heard from survey participants:

- **79%** noticed a difference in print quality
- **66%** stated that the LUX + UVR package appeared newer and more fresh
- **75%** would purchase the LUX + UVR package over the alternative

