

Title (en)
PRODUCT OR PRODUCT PACKAGING WITH STRUCTURAL ELEMENT

Title (de)
PRODUKT ODER PRODUKTVERPACKUNG MIT STRUKTURELEMENT

Title (fr)
PRODUIT OU EMBALLAGE DE PRODUIT AVEC ÉLÉMENT STRUCTURAL

Publication
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Application
EP 18739727 A 20180706

Priority
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• EP 2018000346 W 20180706

Abstract (en)
[origin: WO2019011465A1] Product or product packaging with a structural element (100), which gives an object a three-dimensional appearance, wherein the structural element (100) comprises: - a reflection image structure (120) of the object, which comprises a relief structure with relief elements (121, 122) in a surface of the product or of the product packaging and a reflective layer (130), wherein the reflection image structure (120) makes the object appear three-dimensional against the surface to the viewer; and - a printed-on, multicoloured colour image (140) of the object, which is arranged in relation to the reflection image structure in such a way that the object appears multicoloured and three-dimensional to the viewer; wherein the colour image (140) and/or the reflective layer (120) are semitransparent.

IPC 8 full level
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