



REGANTA

labels are us





Focus Lens Fluid:

visual manifesto of modern times

a project with a high degree of
technological advancement

Focus is a visual manifesto of modern times, in which visual acuity becomes a luxury and tired eyes – become a symbol of our times.

The label **deliberately blurs the boundaries**: the milky finish, a dissipating gradient, just a fragment visible through the transparent window.

It is not only an aesthetic treatment, but a **metaphor** for sight that loses clarity in a world overloaded with screens. Snellen's table hidden inside, readable only by pure fluid, acts as a reminder: vision is not a certainty, but a value that must be cared for.



The label **affects the senses and consciousness**, forcing reflection on the condition of vision in the digital age. This design carries a mission – it is subtle, modern and deeply embedded in the realities of modern life.





The label was made using **UV flexographic technology** on transparent PP CLEAR foil from UPM Raflatac, which required **exceptional precision in layer matching**. The key element of the project was the blur effect achieved thanks to a matte varnish with the addition of white (+/-10%), which simulates **visual blur in a controlled way**, creating soft tonal transitions.



Through the central „window” with a subtle gradient, a Snellen table is visible, serving a **decorative function**.

The colors used are limited to contrasting black and two layers of white, broken by the cool, metallic shine of Cold Stamping – silver foil placed between the layers to avoid piercing the letters from the reverse.

Although the palette is minimalist, its thoughtful use combined with difficult printing technology has created a **project with a high degree of technological advancement**.

VIDEO: About the project

Due to file size restrictions,
we kindly ask you to use the
provided link to watch our film
online on our YouTube channel.



**VIDEO: Behind the scenes of the
production process**

**Due to file size restrictions,
we kindly ask you to use the
provided link to watch our film
online on our YouTube channel.**



AWARD-WINNING LABELS



PEARL AMONG
PACKAGING
**ART OF PACKAGING 2025
PROFFESIONAL**



AWARD
ART OF PACKAGING 2025
CATEGORY:
BEAUTY



AWARD
WORLDSTAR 2026
CATEGORY: HEALTH AND
PERSONAL CARE