



**Wavefront** Technology Europe

# Optimising Brand Recognition

**ENTER**

# INTRODUCTION

Welcome to Wavefront Technology Europe, a business founded on the experience and success of the worlds leading manufacturer of Fresnel embossed films.

With unparalleled experience of developing bespoke effects for cartons and label applications, the team at **WFTE** can provide practical support to designers, market development, and NPD groups, brand owners, and printers.

Used primarily in laminated constructions, Fresnel films can be used in a wide range of applications from cartons to labels, pouches to wall coverings, and if integrated into the graphics and pack design they create an extraordinary level of enhancement.



Wavefront Technology Europe Ltd



## CASE STUDY

TAITTINGER CHAMPAGNE, Official Champagne for FIFA 2018

# HISTORY

French physicist and engineer **Augustin-Jean Fresnel** is most often given credit for the development of the multi-part lens for use in Lighthouses.

According to Smithsonian magazine, the first Fresnel lens was used in 1823 in the Cordouan lighthouse at the mouth of the Gironde Estuary outside of Bordeaux France. Its light could be seen from more than 20 miles (32 km) out at sea.

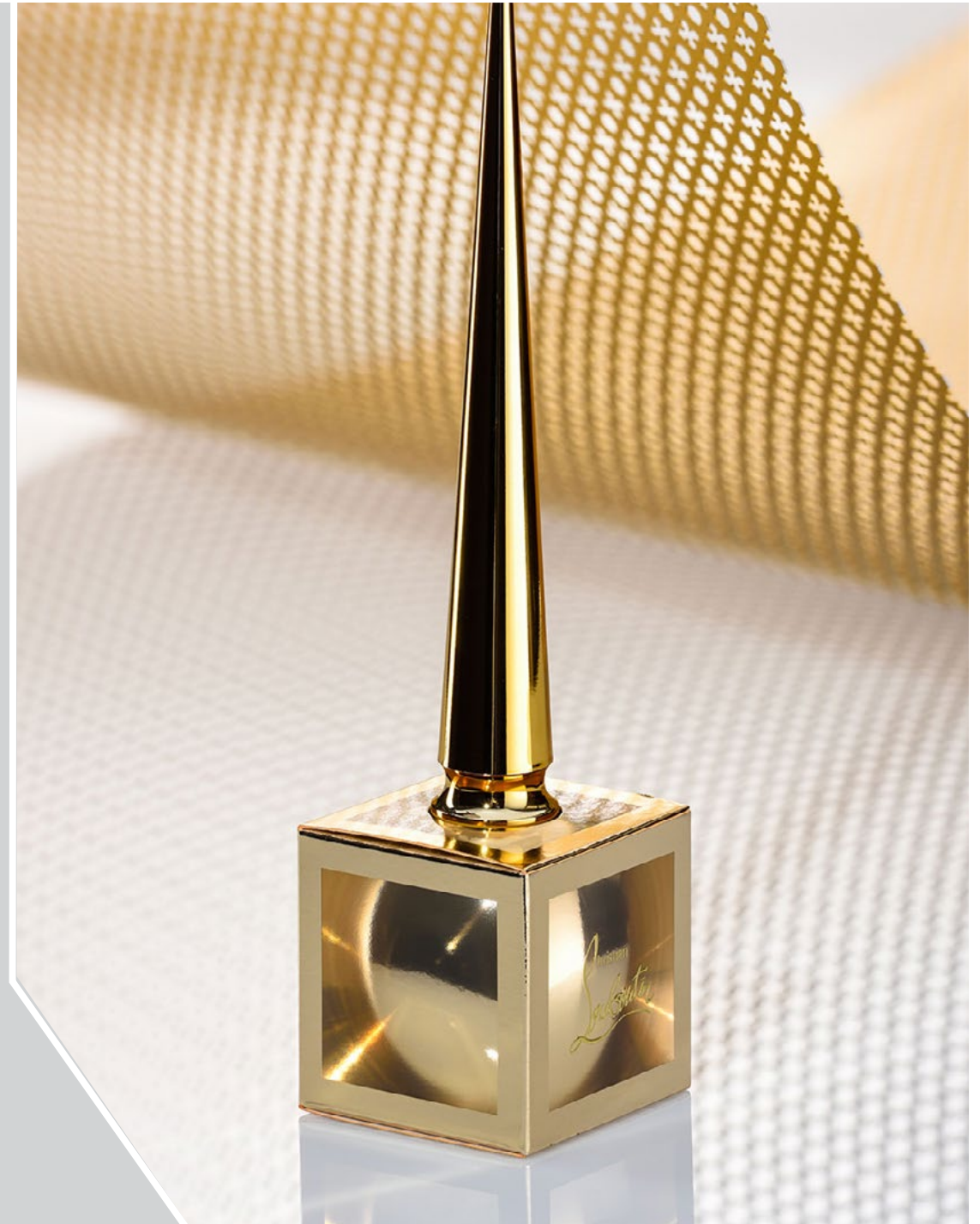
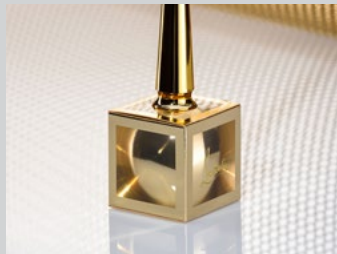


Boston Lighthouse  
Little Brewster Island



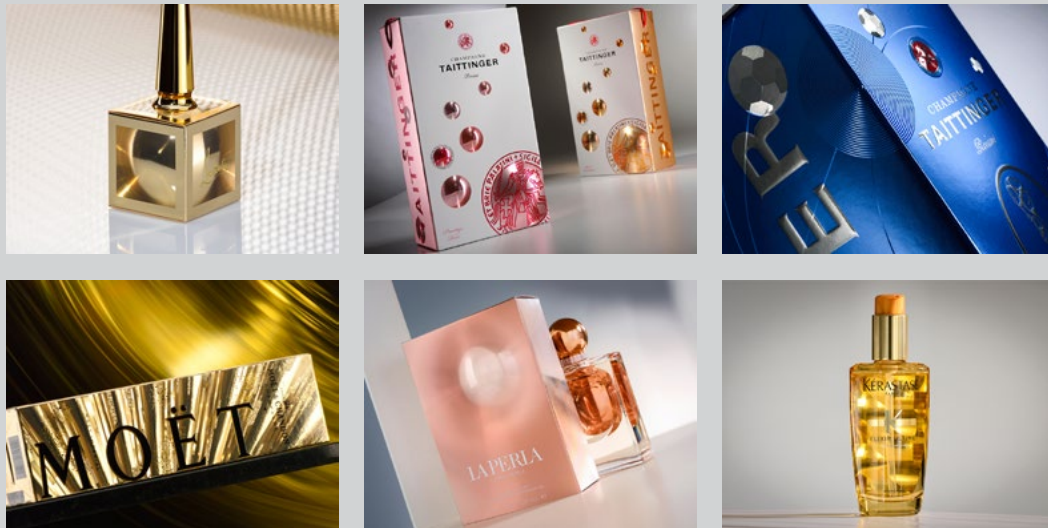
## OUR WORK

With a client base of premium brands in the drinks, cosmetics, perfume and tobacco markets, our experienced team design, develop and deliver projects from concept and proofing through to commercial fulfilment. **WFTE** provide practical support to designers, brand owners and printers alike.



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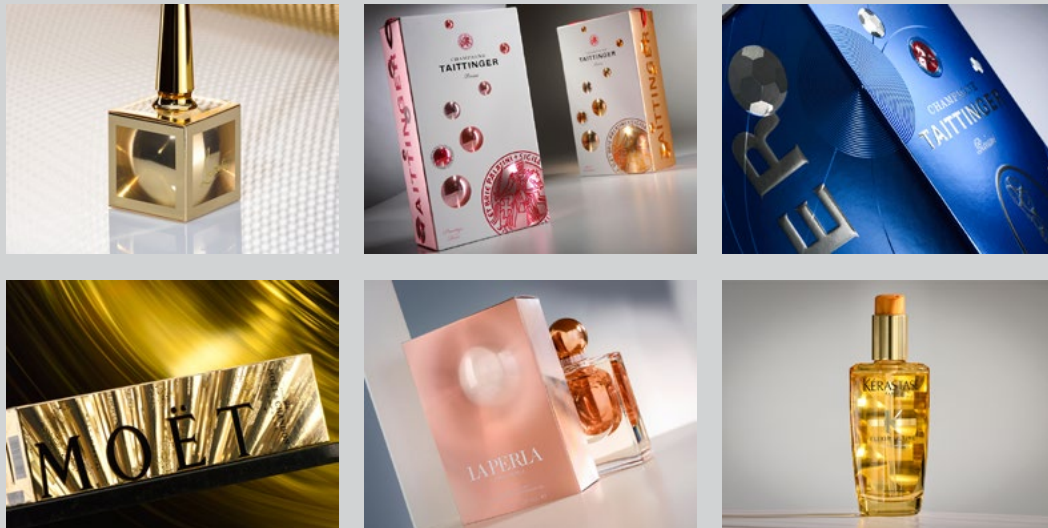
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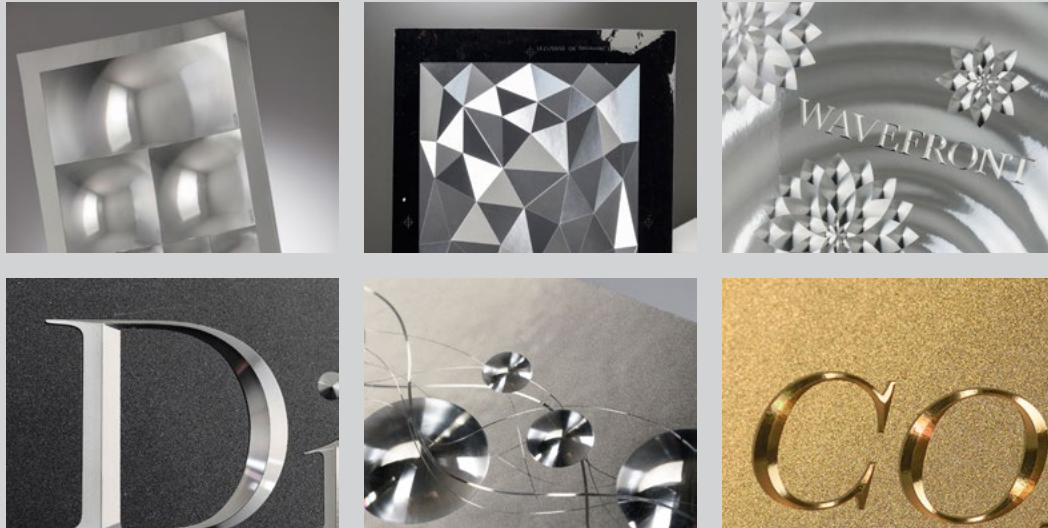
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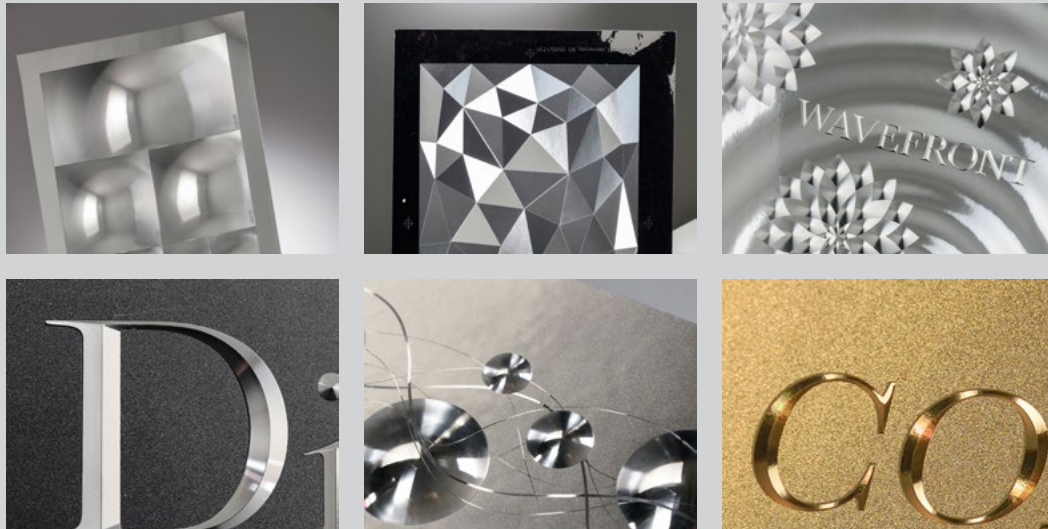
# ACHROMATIC EFFECTS

In addition to Fresnel lenses, **WFTE** offers several achromatic [without colour] structures that can be used in isolation or together with Fresnel lenses to create the illusion of embossing and texture on an otherwise flat surface. Used to create the chiselled lettering on the Comtes de Champagne and other brands, the special grating works well when inset within an achromatic background, heightening contrast and encouraging light to move and reflect as if from a three-dimensional structure.



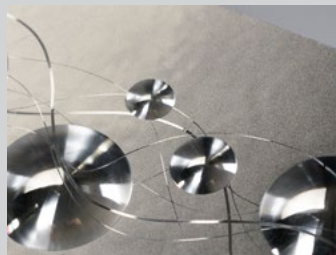
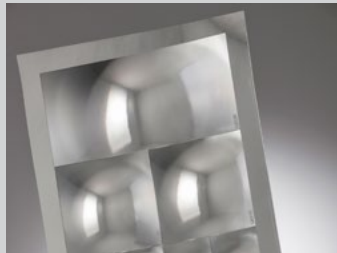
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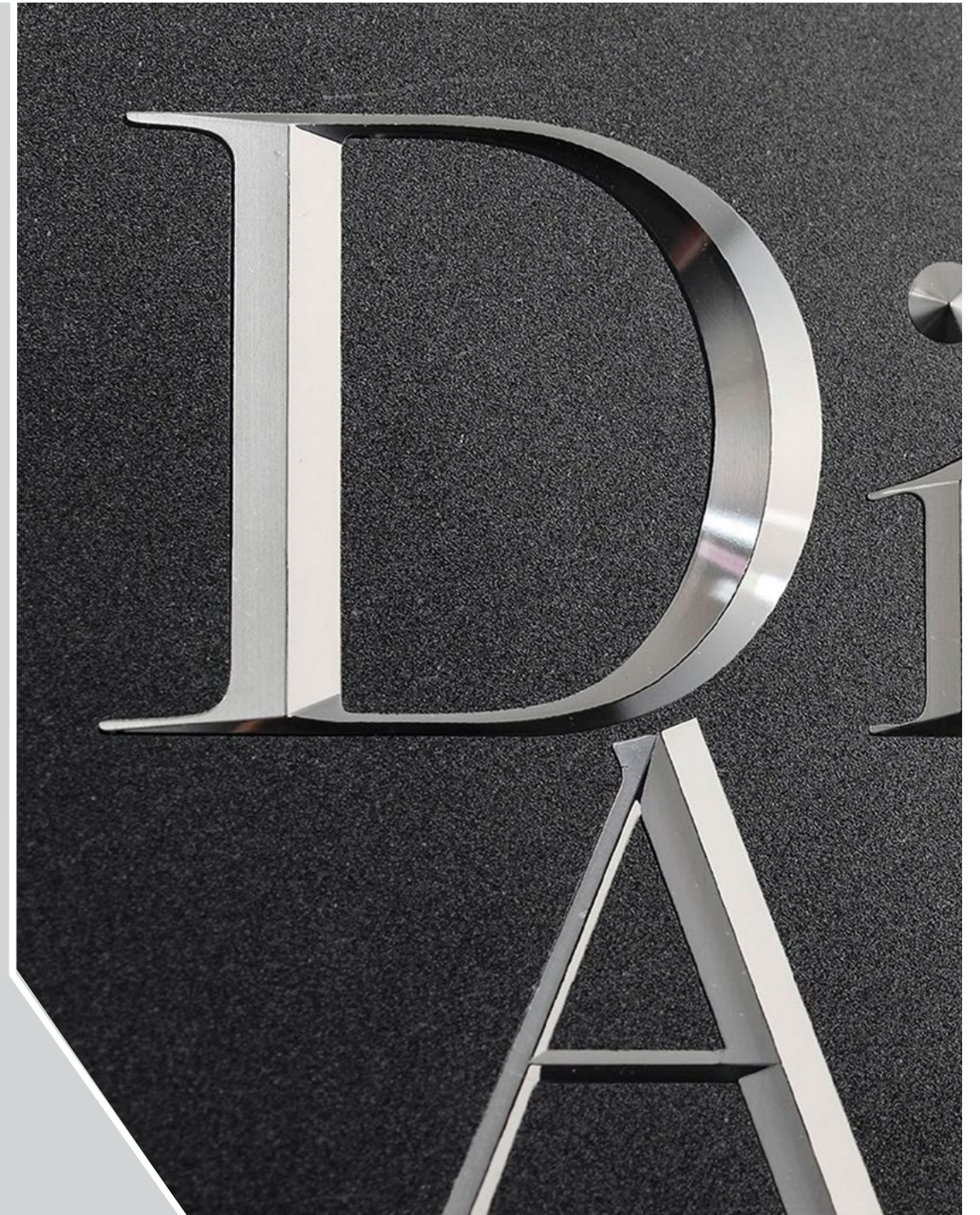
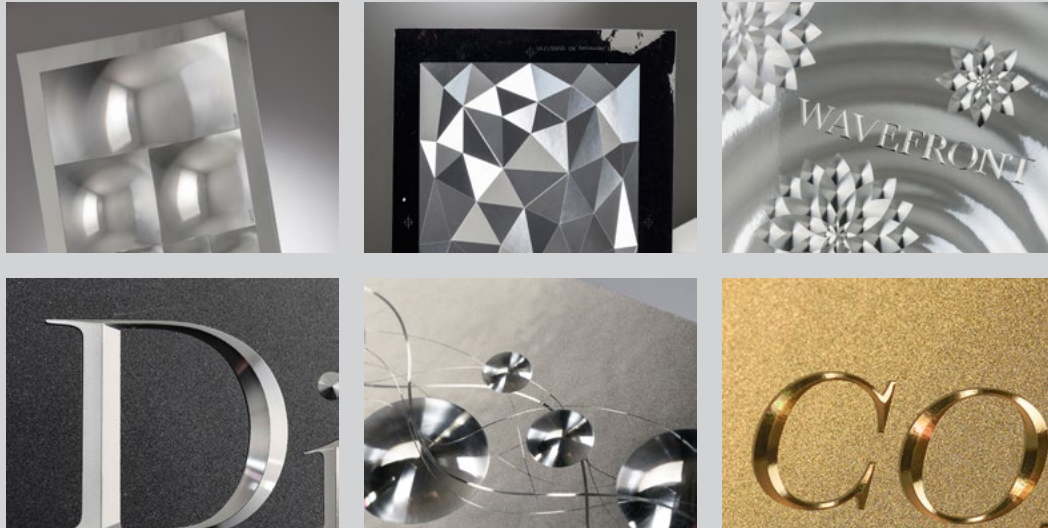
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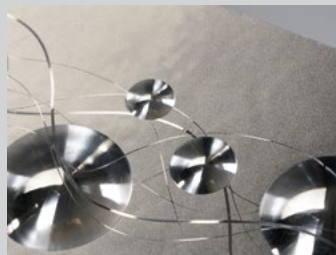
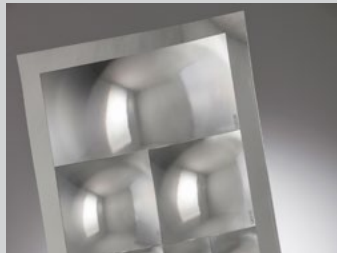
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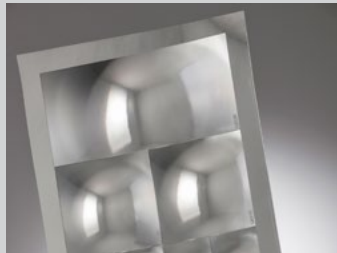
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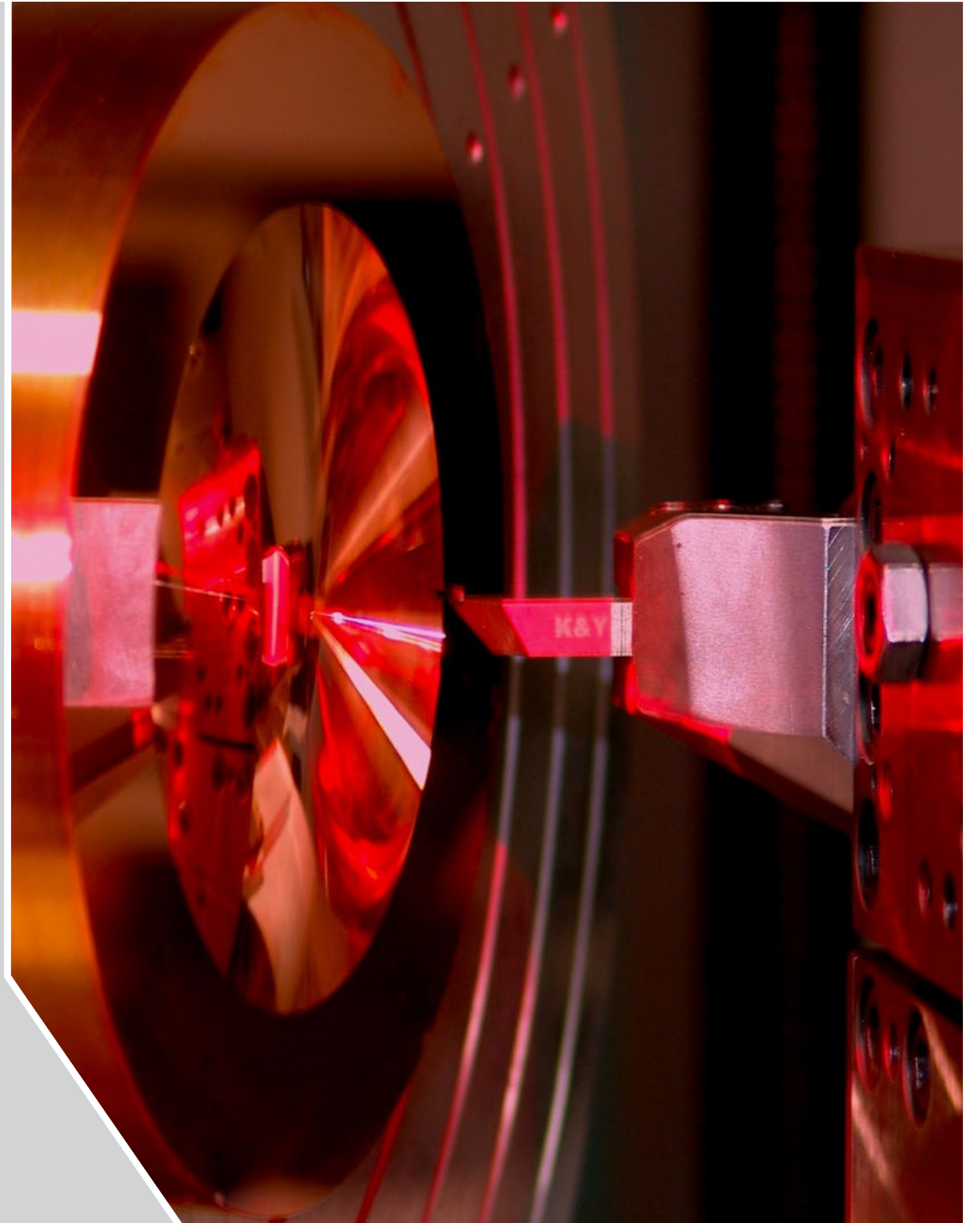
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# HOW IT WORKS

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Wavefront Fresnel lenses use a series of concentric facets to direct light and create apparent depth and movement, each facet acting as a tiny mirror reflecting and imaging the world around it. The process starts with an ultra-smooth copper plate into which a diamond-tipped precision lathe cuts facets, changing angle as it goes to ensure the desired optical effect. From these masters, copies are taken and these, in turn, are used to create the patterns and designs required by our clients.





**Wavefront** Technology Europe Ltd

## Image is Everything

With a comprehensive portfolio of standard patterns offering sparkle, dots and shard effects together with more unusual patterns, Wavefront cover the full range of product decoration from subtle, gentle designs through to the most eye-catching, kinetic effects.

Best of all these patterns can be combined with Fresnel lenses and achromatic backgrounds to produce unique combinations fully customised to an application or brand.

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**The worlds** leading manufacturer of **Fresnel Embossed Films**

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