



STRATEGY

How'd They Do That?

Imprinted nail polish bottles by Diamond Cosmetics (asi/49640)



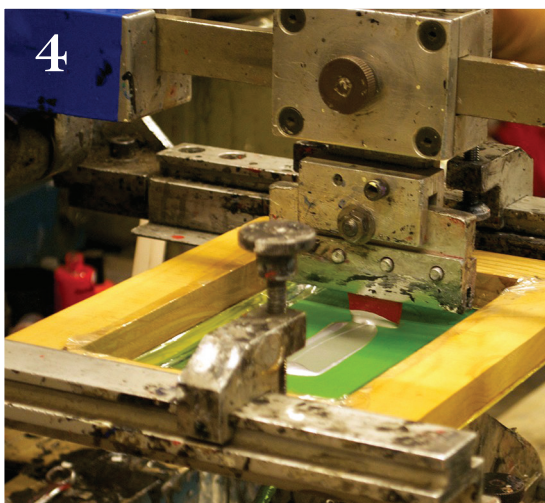
1 ↑ Once the artwork is received, it is sized and a virtual sample is created, showing exact size and placement.



2 ↑ The artwork is sent to our film printer who uses two special machines to create the film (turnaround time: one day). We receive the film and send it to our decorator.



3 ↑ Our decorator makes a plate by burning the image from the film onto a nylon screen (process takes three days).



4 ↑ This is the silk-screening (or pad-printing) machine that will be used to imprint each bottle.



5 ↑ The nail polish bottles are filled using a piston-head machine.



6 ↑ Nail polish brushes are placed in the bottles.



7 ↑ The caps are fastened onto the bottles.

The Result

And there you have it!

