



Motion without lenses.
Shimmer without metal.



Stand out with Fathom Effects—new dimensional and motion effects that use nothing but CMYK ink.*

They haven't seen this before.

Your labels, packing, shrink sleeves and authentication features will turn heads with novel embellishments that animate, shimmer, and have depth.

It's not magic, but algorithmic ink patterns separated by a clear substrate or varnish.

- More recyclable, because there are no added materials.
- Works where lenticular cannot.

It's easy to elevate your designs.

Add light field embellishments to your files using Fathom Designer, our free online software. You control the process.

- Assign effects to spot colors.
- Simulate overprinting.
- Preview and share 3D mockups.

Visit fathomoptics.com.

Protected by issued and pending U.S. and international patents.



Authorized Producer

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www.website.com

*Works with other colors and white ink too!