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(54) Title: A HOLOGRAM APPEARING PACKAGE IMAGE

(57) Abstract: A package that has at least one hologram on its exterior surface is formed from a paper, paperboard or thermoplastic substrate material that has an inner surface and an outer surface. The outer surface has a radiation curable particulate metal containing coating. This coating is cured and zero to one or more ink containing coatings are applied to the radiation curable particulate metal containing coating in areas that are not to have a hologram. Each of these ink containing coatings are cured, and a substantially transparent radiation curable coating is applied to the areas deficient in the zero to one or more ink coatings. This substantially transparent radiation curable coating is contacted with a substantially transparent holographic shim in an area not having thereon ink containing coatings while curing radiation is applied to the substantially transparent radiation curable coating and the substantially transparent shim.



WO 2008/076785 A1