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(54) Title: TACTILE PACKAGING FOR CONSUMER GOODS

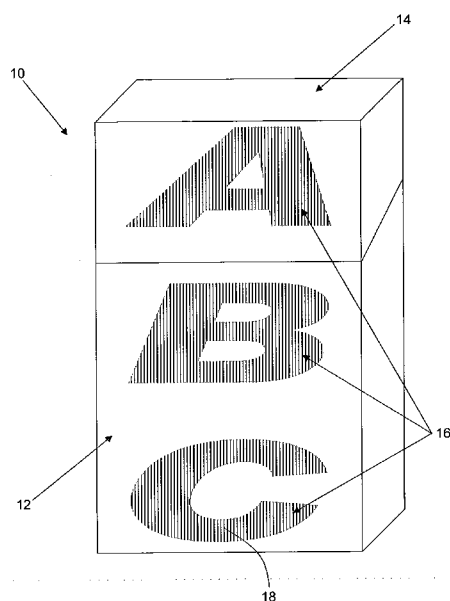


Figure 1

(57) Abstract: Packaging (10) for consumer goods having a discontinuous tactile coating (16) is provided. The discontinuous tactile coating (16) is formed by applying one or more varnishes (18) to the outer surface of the packaging (10) in a pattern comprising a plurality of raised features having a height of at least about 10 microns and a separation of at least about 20 microns. In a preferred embodiment, the discontinuous tactile coating is formed by applying one or more tinted varnishes to the outer surface of the packaging.