

MEMBER2MEMBER CONNECTION

We're putting the spotlight on GLGA member companies that offer trade printing, postpress and mailing services to other members. To have your company featured, contact Sharon Flick at (262) 201-4730 or via email at sflick@glga.info.

H&H GRAPHICS, LLC

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Year founded: 1978



Q. Tell us about your company.

A. H&H Graphics creates multisensory special effects for print, packaging and displays. Our work is designed to increase engagement and create a memorable experience for the target demographic, ultimately leading the consumer to purchase. Our award-winning R&D team creates many unique effects in-house. We also have a gaming division that focuses on scratch off, pull tab and multichannel games and promotions. We are a certified woman-owned business (WBE).

Q. What is your specialty?

A. We specialize in magic – creating textures, glitters, chromics, scents, and one-of-a-kind effects that make projects irresistible with vivid multisensory appeals and amazing “reveals” that consumers can’t help but want to interact with.

Q. What is your favorite kind of project to do?

A. We love the opportunity to be involved from the earliest stages of design so that we can tailor our expertise around the precise goals and demographic targets of the project and create something truly compelling and original.

Q. What has been your most memorable project?

A. Our work is so customized that every project is memorable, but here are a few that stand out:

Creating the authentic feel of a football for a Super Bowl promotion. Our R&D team brought in a football and experimented repeatedly until the texture was indistinguishable from the real thing. The rubbery dimpled textured coating that resulted felt just like holding the ball!

An 8-scent card handed out to movie goers to enable them to “smell the scene” at specific points in the movie. The scents were all unpleasant odors from “sweaty locker-room” to “moldy cheese.” During printing our production area smelled like whatever we were printing. Ugh!

A photochromic notebook cover that turned from white to sky blue when exposed to sunlight. One user taped off portions of the cover so that when it was exposed to sunlight it spelled out “Will you marry me?” in blue. She said yes.

Q. What's new at your company?

A. December 2018 marks our 40th anniversary in business.

Q. When should another member call you for help?

A. We are here whenever someone has a product or promotion they want to differentiate or has a customer looking for a little out-of-the-box magic. We don't do ordinary.