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**AMERICAS 2018**

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## Special coatings for Impact, Security and Added Value

Coatings that:

- Add functionality to a label surface
- Bring decorative value to a label
- Are "specialty" type coatings



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# COATINGS FOR FUNCTIONALITY



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# IMPRINTABILITY

## Thermal Transfer

- Surface Receptivity



## Direct Thermal

- Withstand Direct Thermal Process



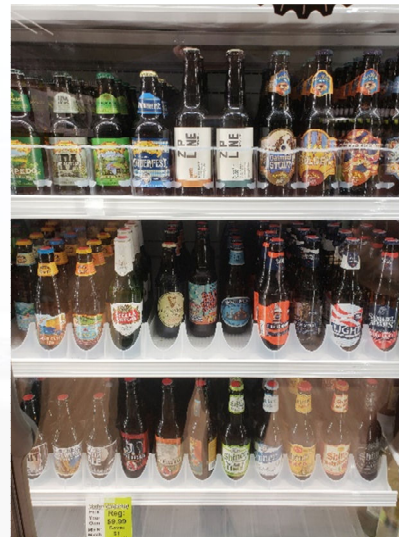
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# MOISTURE RESISTANCE

- Outdoor use
- Shower products
- Freezer products
- Beverage labels



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# CHEMICAL RESISTANCE

- Cleaning Supplies
- Pesticides
- Automotive



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# COF (Coefficient of Friction) Specification

Bags that are stacked



Application of shrink sleeves



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# SCUFF RESISTANCE

- Packaged Products
- Stacked Products



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# **COATINGS FOR DECORATIVE VALUE**



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# TACTILE COATING

- Premium Packaging
  - Higher Margin Goods
  - Typically applied rotary screen
    - Can be applied flexo



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# TACTILE COATING...continued

"Can I apply tactile using a flexo process?"



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# TACTILE COATING...continued

ANSWER: "Yes....BUT, know the expectations!"



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# TACTILE COATING

## Flexo coating

6 - 7 bcm anilox

## Flexo coating

60 - 70 bcm anilox

## Rotary coating

150–200 micron  
deposit

20–25 micron  
deposit

2-3 micron deposit

Substrate



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# MATTE COATING

- Provide a "non-glossy" appearance
- Pattern apply for contrast



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# SPECIALTY TYPE COATINGS



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# DATALASE

- Variable data imaging
- CO2 Laser



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# METALLICS

## Multiple approaches / quality based

- Good – Aluminum based silvers used alone or toned with pigments to make gold
  - Lower "brilliance" level
- Better – Copper based golds
  - Offer more "brilliance" for golds
- Best – Cold Foil
  - Highest level of "brilliance"
  - Complex process



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# BLACKLIGHT VARNISH

- Security use
- Coating validation



\*Image taken from [www.prescriptionpaper.com](http://www.prescriptionpaper.com)



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# IML COATING APPLICATIONS

## Injection Mold

- Relies on static charge to pin label in mold



## Blow Mold

- Uses vacuum to hold label in mold



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# FOOD CONTACT

- Direct vs Indirect
  - Be aware of your need
- Low Migration
  - "What is the definition?"
- Water based vs UV/LED
  - Water based more reliable
  - UV (Mercury vapor & LED)
    - ✓ Risk of odor
    - ✓ Risk of cure deficiency



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**THANK YOU FOR YOUR  
ATTENTION!!**



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