



The Biofore Company **UPM**

# A PERFECT FIT FOR PRODUCT DECORATION

The metalized portfolio from UPM Raflatac

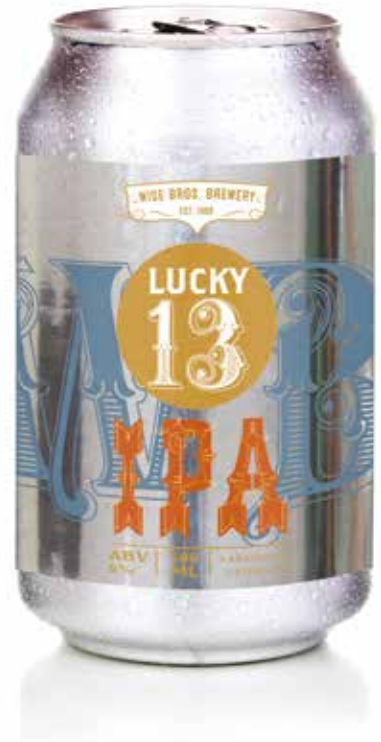


**UPM RAFLATAC**

# A perfect fit for the “moment of truth”

In the retail world, companies often have about three seconds to make an impression on consumers, and end-users in a variety of segments are constantly looking for ways to differentiate their brands – and take advantage of efficiency gains whenever possible. At UPM Raflatac, we understand and have designed our new, innovative label materials to help you maximize shelf appeal during that all-important “moment of truth”. **Find your inspiration; we have the solution.**

As a complement to our existing high-performance clear and white film products for rigid and conformable containers – as well as adhesives tailored to specific end-uses – we are excited to welcome new PP and PET options to our metalized and foil product family. With their bright, shiny appearance, these materials are the perfect canvas for graphics that “pop” – and offer the ultimate experience in product decoration and shelf appeal. And with our high-quality top-coatings, each of these products also provides excellent ink reception for personal care, beverage and food packaging applications.



## Get a true reflection of your brand with PET and PP metalized films

Our new **0.92 mil PET Metalized Silver** constructions feature a non-top-coated ultra-thin, true mirror-like face material designed to be the perfect background for your high-end graphics. Not only are the reflectance qualities of these face materials unmatched, but the metalization on the bottom of the face stock makes them ideal for applications in which bottles are labeled before the filling process. And their thin face and liner combinations allow for efficiency gains – in the form of fewer roll changes and more labels per roll – and packaging material reductions throughout your processes.

Our **2.0 mil PP Metalized Silver TC** label stocks are also metalized on the adhesive side. The construction of these materials is also ideal for protecting metalization and graphics in the packaging and distribution process, where containers can potentially be exposed to caustic substances after they are labeled or end up rubbing against one another.

We've designed our **PP Chrome TC** film stocks with metalization on top of the face material for applications where labeling occurs after the filling process. This feature helps prevent any type of oxidization on the metalization of the face stock that may occur as a result of spilled substances before labeling – and it is also ideal when maximum metalization clarity is required in a specific application.



# METALIZED FILM ADHESIVES

## ADHESIVE

### RP37

Clear emulsion acrylic permanent adhesive designed specifically for applications requiring excellent wet-out properties, clarity, and UV-stability. Good adhesion properties and heat resistance.

Tack	9 N FTM 9
Shear	10 h FTM 8
PE-looptack	5.0 N modified FTM9
Labeling temp. min.	23°F
Service temp. range	-20...212°F
Shelf life	From the date of manufacture: 2 years at 68°F and RH 50%.

## ADHESIVE

### RP76

Emulsion acrylic permanent adhesive for beverage applications. Developed for applications where water resistance and optical clarity are required.

Tack	9 N FTM 9
Shear	10 h FTM 8
PE-looptack	9.0 N modified FTM9
Labeling temp. min.	25°F
Service temp. range	-40...200°F
Shelf life	From the date of manufacture: 2 years at 68°F and RH 50%.

Make **your products** shine —  
Metalization selection guide

#### Metalization on top

of the face sheet (surface metal) is needed when containers are filled and then labeled  
– PP Chrome TC

#### Metalization underneath

the face sheet (adhesive side/buried metal) is necessary when containers are labeled and then filled  
– PET Metalized Silver  
– PP Metalized Silver TC



Shining examples of **true shelf appeal** —  
Our comprehensive range of foil and metalized  
paper and film label stocks

Our foil and metalized papers and films are the ultimate dazzlers: attracting shoppers' attention, motivating them to handle products and driving their spending. These products command special notice and are ideal for high-end label art – and even embossing (foil and metalized paper).

From bright and dull gold and silver foils; to wet-strength options, like Silvervac WSA; to metalized and chrome PET and PP films; to decorative options, like Rainbow PET, our extensive range of shiny attractors can be pressed into use for a variety of unique applications. Whatever you need, you'll find our products – and their performance – are as good as gold!



## Eye-catching products for decorative labeling

Our decorative paper and film products are ideal for brand owners looking to create labels that dress to impress. Silver, gold, brushed metal and mirror-finish products express a high-value appearance and celebratory sparkle, and metallic voids add tamper evidence and an assurance of authenticity for high-value consumer goods. Iridescent, tinted and opalescent materials can be subtle yet stunning, and add a touch of class that reflects a superior product with a sense of intrigue. Textured, embossed and smooth label stocks appeal to the dual senses of sight and touch, which often makes a compelling sales argument.

Our decorative labeling sample book provides an easy, hands-on way for you to present special and original material proposals to your customers – and potentially open up new and mutually beneficial business opportunities. Demonstrate your merit as an innovative and creative partner, and order your copy today via our website at [go.upmraflatac.com/decorativelabelingbook!](http://go.upmraflatac.com/decorativelabelingbook!)

## Need a custom solution with any of these shiny materials?

If you're looking for a custom solution, or if you need technical support for any of our labeling solutions, we've got you covered. Our technical product consulting experts are readily available to give advice and provide product recommendations to meet your needs. Give them a call today tollfree at **1-866-294-8412** or send an email to **americas.support@upmraflatac.com!**

