



Metal Mirroring Effect

FlexAbility | Sharing experience for flexible packaging solutions

ABOUT US

- **Novachem** is a medium size company which started in Milan in 1998, as a supplier of pigments, dyes and additives for specific industrial sectors.
- **Novachem** has started in recent years to focus on formulated products to provide its own clients with innovative, customized solutions.



MISSION

- **Novachem** is orientated towards a continuous cooperation with customers so as to properly meet their requirements by perceiving technological progress and changes.



METALLIZATION IN PACKAGING WITH INKS

- Market demand: **differentiation at point of sale** and fashion trends boosting interest for metal mirroring effects in packaging, logo's and small decorations



PRODUCTS

- Three solvent-based ink formulations for Flexo, Rotogravure and Screen Printing applications
- Ready to use, for surface and reverse** printing
- Excellent Adhesion on All types of film and laminate materials
- Premium effect on Deluxe Carton Board
- Patented metal inks

** best mirroring effects on film

STRENGTHS

- In-line, on register printing at std. speed
- Alternative to conventional metallization when printing up to 25% of the total design area
- Sustainable alternative to the metallization and de-metallization (offline process)
- Possibility of lighter shade (degradè)
- Possibility to obtain coloured metallic effect

ADVANTAGES

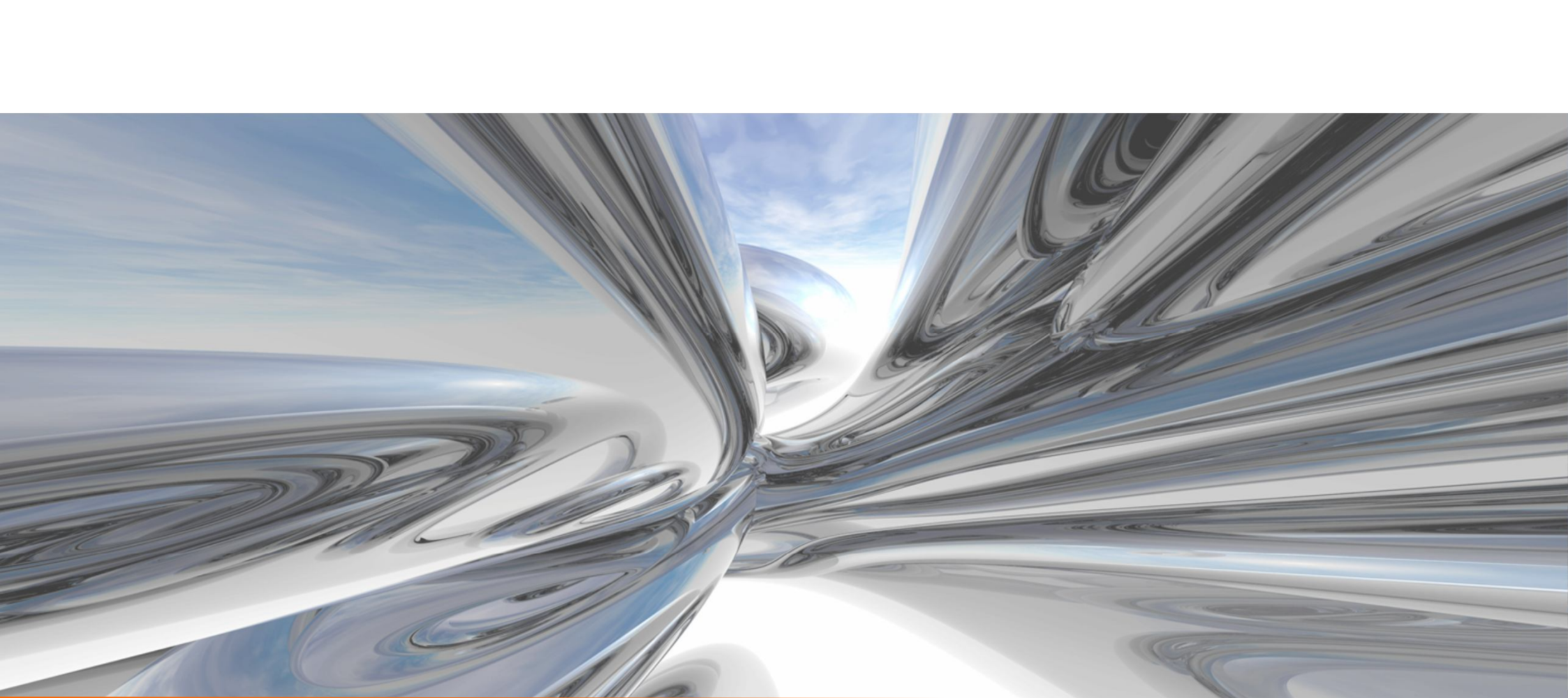
- **MME** opens new highways for Brand Marketing (higher flexibility in design) for flexible packaging, labels, shrink-wrap films and deluxe carton board packaging
- Cost competitive when not more economical alternative to the metallization/de-metallization process

FUTURE DEVELOPMENTS

- UV Flexo Ink for Label Printing (on going)
- Gravure Ink for High-end Packaging (future proposal)
- Water Based Flexo Ink (future proposal)

PARTNERS

- **Perfetti Van Melle**, brand owner looking for new packaging solutions for the confectionery market, **INSPIRED** us to work on this project.
- Equipment manufacturers, **COOPERATED** with us to study in more details the application phase, understand the limits and improve the efficiency of **MME**.



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