

METAL MIRRORING EFFECT

FlexAbility | Sharing experience for flexible packaging solutions

NOVACHEM

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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.



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MISSION

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



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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.



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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





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STRENGTHS

- In-line, on register printing at standard 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





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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.





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FUTURE DEVELOPMENTS

- UV flexo ink for label printing (on going)
- Gravure ink for high-end packaging (future proposal)
- Water based flexo ink (future proposal)





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PARTNERS

- 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**.





Thanks for your attention.

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