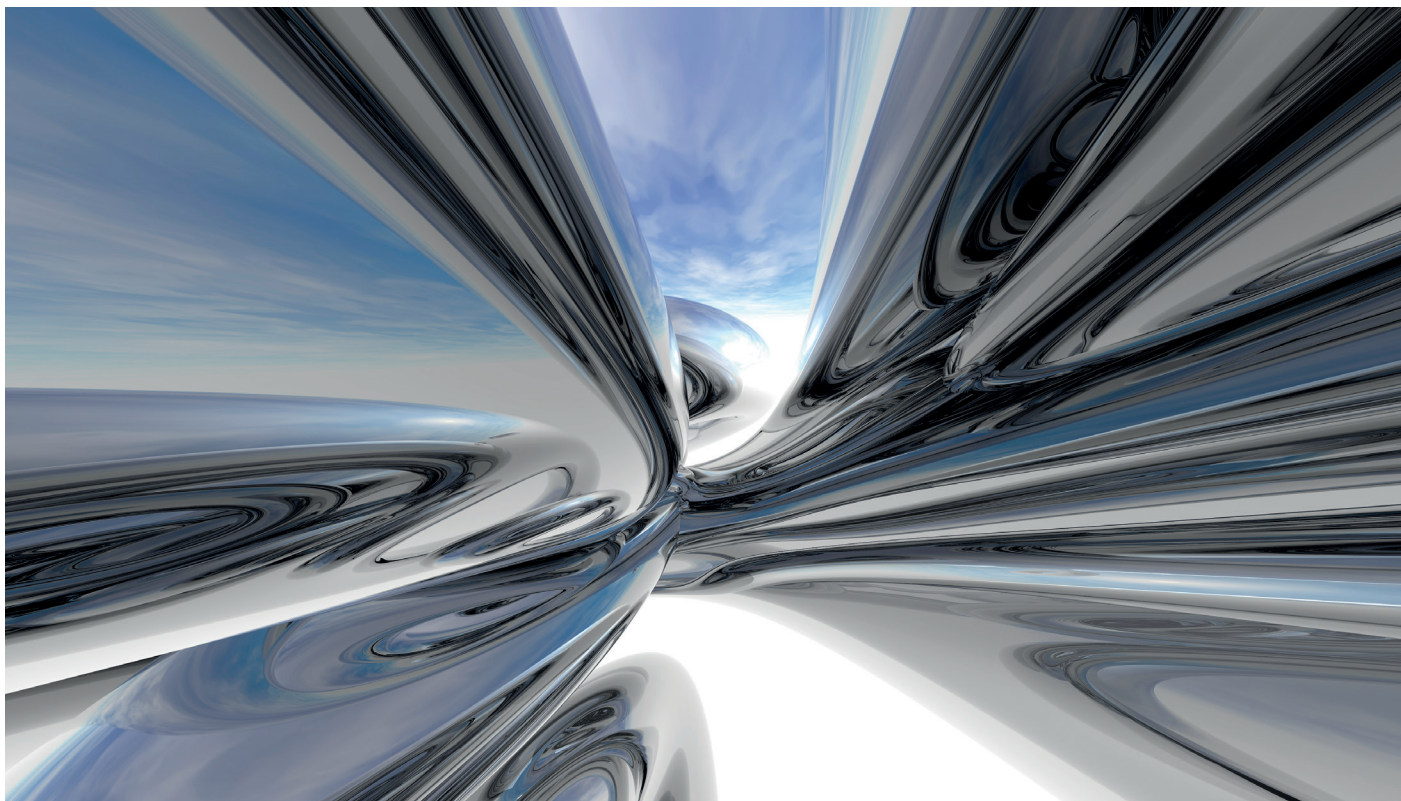


# MME

## METAL MIRRORING EFFECT

---

- Outstanding mirror effect for coatings and inks
- Environmental sustainability and easy process if compared to metallization and de-metallization
- Mirror effect printing of logos, strips and small areas by Roto and Flexo machines
- Printing process in continuous line without creating logistic issues



### DESCRIPTION

---

The products of the **METAL MIRRORING EFFECT** series allow to achieve an extraordinary brilliant mirroring effect, with high hiding power, on various substrates such as paper, glass, transparent flexible film, plastic materials. When applied to glass and transparent film, the mirroring effect is appreciable on the opposite surface to the coated one.

**METAL MIRRORING EFFECT** products are a valid alternative to metallization and are an ideal solution for printing logos, borders and small decorations. Its “no leaping” structure allows to create extremely brilliant colours with a further layer of ink or coating formulated with dyes or transparent pigments.

# MME

## METAL MIRRORING EFFECT

### MAIN FEATURES

---

Two solvent-based formulations:

**METAL MIRRORING EFFECT**, available both as solvent based coating product, to be applied by spray after dilution with solvent, and in ink form for flexo, roto and screen printing.

**METAL MIRRORING EFFECT RTU-DIL**, ready to use solvent based coating, suitable for application by spray on various substrates (plastic materials, glass, wood, pre-treated metallic surfaces).

- 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 and glass

### 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 metallization and de-metallization (offline process)
- Possibility of lighter shade (degradè)
- Possibility to obtain coloured metallic effect

### ADVANTAGES

---

**METAL MIRRORING EFFECT** 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.



The technical data above stated are presented in good faith and to the best of our knowledge. They should serve only as approximate guidance and therefore customers are kindly advised to test and ascertain the performance of our products in the operating conditions existing at their end, to satisfy themselves about their suitability in a given industrial application.