

Cosmo Films launches metalized velvet lamination film



New Delhi, 29th Oct 2018- Cosmo Films, a global leader in speciality films for flexible packaging, lamination and labeling applications as well as synthetic paper recently launched a metalized velvet lamination film for luxury packaging segment. The newly developed film has been engineered to offer intense silver colour along with rich velvet touch to the laminated paper/paperboard or package.

Silver colour is not easy to handle especially when used as a background during printing. It takes longer to dry and also has a risk of ink set off during print stacking. Due to these challenges, printers usually avoid using silver as a background colour. However, graphic art designers prefer silver background as it allows them to make attractive artworks facilitating use of many other shades and the impact it generates with gold foil stamping and UV spot coating. To bridge this gap, Cosmo Films introduced the metalized velvet touch film which is glueable, stampable and printable. The matte silver coloured BOPP based velvet touch lamination film needs to be laminated to the unprinted paper before going for printing or post lamination embellishments.

The film is available for both thermal and wet lamination in 32 and 20 microns respectively and offers excellent printability with offset, UV offset, screen, UV inkjet and laser printing. Apart from providing excellent scuff resistance, the film is perfect for post lamination operations like UV spot coating, foil stamping & embossing. The film is ideal for lamination of premium products like perfume cartons, liquor & wine cartons, gift & jewellery boxes, shopping bags for luxury brands and graphic arts industry.

Speaking on the development, Pankaj Poddar, CEO, Cosmo Films said, *“Packaging design is an important differentiator given that the brand owners are extremely conscious of their brand image and consumer experience these days. With the addition of metalized velvet film to the existing portfolio, Cosmo now offers an enhanced portfolio of premium lamination films to choose from.”*

About Cosmo Films Limited

Established in 1981, Cosmo Films is a global leader in speciality films for packaging, lamination and labeling applications. With engineering of innovative products and sustainability solutions, Cosmo

partners with world's leading F&B brands, packaging & printing converters to enhance their consumer experience.

Company's film offering include BOPP, CPP and soon to be launched BOPET films. Today, the company is the largest exporter of BOPP films from India and also the largest producer of thermal lamination films in the world. Its customer base is spread in more than 100 countries with plant cum distribution centres in India, U.S, Korea & Japan. For more information, visit www.cosmofilms.com or write to enquiry@cosmofilms.com.