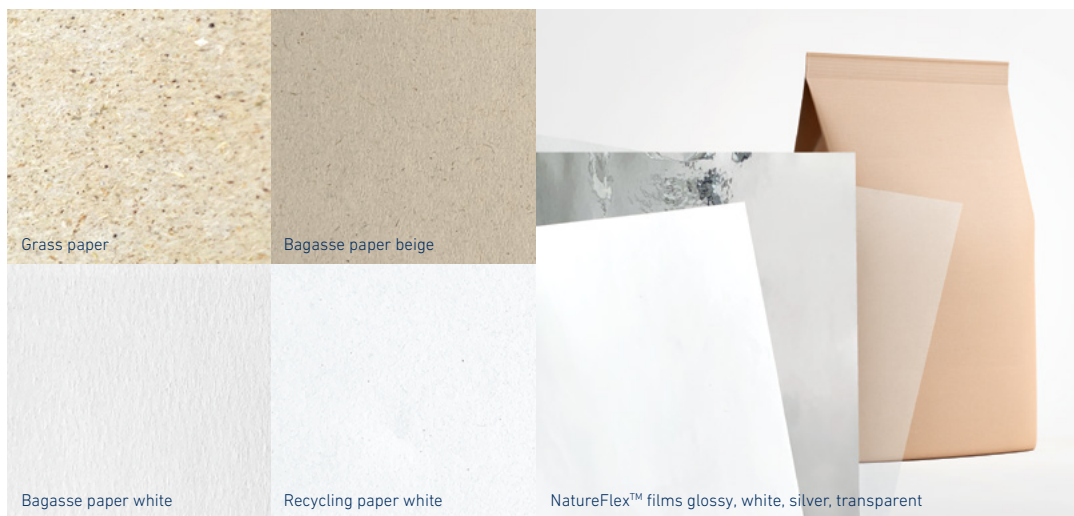


SUSTAINABLE SURFACE MATERIALS IN GROWING DEMAND VPF IS EXPANDING ITS RANGE BY NEW PAPER AND FILMS FOR RESOURCE-FRIENDLY LABELS

SPROCKHÖVEL, SEPTEMBER 2019

The labelstock manufacturer VPF GmbH & Co. KG from Sprockhövel has registered a continuously growing demand for resource-friendly packaging solutions. After extensive coating tests, eight quality surface materials have now been selected which meet the high ecological requirements and can also be combined with various adhesives and liners. Those include paper-based as well as foil-based solutions for all common label printing processes. The products are available immediately, starting from a volume of 1,000 m².

Environmental protection and sustainable business have become an integral component of the modern economic cycle. The broad discussion about climate change has had a palpable impact, especially for the packaging industry. That is why VPF places great value on ecological aspects when creating the portfolio and developing products. Over the past few months, a variety of surface materials currently available on the market were tested diligently in order to select products with particularly sustainable properties for label printing. Criteria such as recyclability, compostability and available certification were taken into consideration during this qualification process, as was the carbon footprint resulting from origin and transport.



PAPER FACESTOCKS

VPF 1353951 – Recycling paper, bright white matte 80 g/m². Made from 100 % recycled paper, with excellent printing properties, also suitable for laser and ink jet printing. This paper was bleached without the use of chlorine during the process.

VPF 10929 – Bagasse paper 80 g/m² white, natural paper, manufactured from biological waste from agricultural process, such as after the harvest of corn, wheat, sugarcane and rice. Excellent UV-printing properties and recyclable.

VPF 10930 – Bagasse paper 70 g/m² beige, natural paper, manufactured from biological waste from agricultural process, such as after the harvest of corn, wheat, sugarcane and rice. Excellent UV-printing properties. Recyclable, compostable and approved for direct food contact.

VPF 10916 – Grass paper 70 g/m² natural color, uncoated natural paper, manufactured with particularly low use of energy and water due to a 40 % share of grass from local pastures. Very well-suited for conventional and laser printing. Recyclable, compostable, approved for food contact.

VPF 10945 – Grass paper 90 g/m² natural color, uncoated natural paper, manufactured with particularly low use of energy and water due to a 40 % share of grass from local pastures. Very well-suited for conventional, ink jet and laser printing. Recyclable, compostable, approved for food contact.

FILM FACESTOCKS

VPF 60750, 60931 and 60938 – NatureFlex™ films made from renewable, regenerative raw materials on cellulose basis. The materials with excellent printing qualities are available in transparent glossy 45 μ (VPF 60750), white glossy 42 μ (VPF 60931) and silver glossy 45 μ (VPF 60938). All versions are compostable, biodegradable and approved for direct food contact.

THE RIGHT ADHESIVES

All sustainable surface materials by VPF are equipped with low-migration, food contact-approved dispersion acrylate adhesives 958 (for papers) and 980 (for NatureFlex™ films) or with white standard glassine B700, 63 g. Removable, ultra-permanent and other adhesives are also available upon request.

In addition, VPF has been working full-speed on biodegradable adhesives and solutions which are even more environmentally friendly. The complete sustainability range will be presented in September at LabelExpo in Brussels, where VPF can be found in Hall 4, Booth C67.

About VPF

As a source of new ideas, partner and problem-solver, VPF GmbH & Co. KG has been a supportive and innovative force in the European market for adhesive bonds and self-adhesive coatings. Extensive know-how, state-of-the-art production facilities as well as the constant focus on the needs of customers and markets are the foundation for the development of innovative solutions for paper and foil applications of any kind – always with great quality without compromise. www.vpf.de

Company contact

Kai Klimek
VPF-Veredelungsgesellschaft mbH für Papiere und Folien & Co. KG
Harkortstrasse 14-16, 45549 Sprockhövel, Germany
Tel +49 (0)2339 1205-40, kai.klimek@vpf.de

Media contact

Jürgen Sterzenbach
SINNDDESIGN Unternehmenskommunikation
Hartblick 5, 51429 Bergisch Gladbach, Germany
Tel +49 (0)2204 205443, vpf@sinndesign.de