

THINNER FILM MATERIAL DEVELOPED

VPF MAKES LABEL PRINTING SIGNIFICANTLY MORE COST-EFFICIENT WITH HIGH-GLOSS INKJET PP ECO FILMS IN 55 AND 75 μm

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VPF, the leading provider of self-adhesive materials for water-based inkjet printing, is expanding its product range with two new, high-gloss inkjet PP eco films. Thanks to a thickness of just 55 and 75 μm , they enable much more cost-efficient inkjet film solutions – even for products with narrow diameters.



Thinner material, thicker order books: the new high-gloss films by VPF expand the range of applications for water-based inkjet printing. Moreover, the much lower material costs enable more cost-efficient label printing – including for high-volume applications. Photo: VPF

The two newly developed inkjet PP eco materials – called VPF 60960 (55 μm thickness) and VPF 60943 (75 μm thickness) – are high-gloss white and equipped with an economy coating for water-based inkjet printing. Compared to conventional inkjet PP films of 90 μm thickness, the new materials are significantly more cost-efficient. They are particularly worthwhile for high-volume applications, where water-based inkjet printing in this segment now represents an economical alternative to conventional label printing.

Both inkjet films were specially developed for Memjet print systems, but can also be easily printed with all other common water-based inkjet print systems – after adjusting the printer settings

accordingly. The quality differences compared to thicker film material are negligible: resistance to water and chemicals is somewhat lower and it takes the inkjet coating a little longer to dry due to the reduced application weight.

Well suited to products with narrow diameters

Besides the significant cost advantage, the aim for developing the thinner inkjet PP films was to enable labelling products with narrow diameters. Due to their considerably lower restoring force, it is now also possible to label drink cans, cosmetic containers, syringes, ampoules or phials, for example.

The material is equipped with the permanent adhesive 958 as standard. This acrylic adhesive has been established on the market for years and is used in many applications that require high adhesion in combination with high cohesion.

The VPF products 60960 and 60943 are now available in low minimum quantities of 1,000m² with the adhesive 958 and white glassine B700-473, 63g. Upon request, other adhesive and liner combinations are also available – with customers benefitting from the flexible VPF modular system that has proven itself over many years.

The new inkjet PP films are an excellent addition to the range of VPF inkjet adhesive materials, which meanwhile encompass more than 30 paper and film materials. The manufacturer thereby underpins its market position as the leading provider of inkjet materials for water-based inkjet printing.

About VPF

Since 1967 VPF GmbH & Co. KG has been supporting and moulding the European market for adhesive materials and self-adhesive coatings as an idea generator, partner and problem solver. The company commands extensive know-how, state-of-the-art production machinery and consistently focuses on customer and market requirements, which is why it is able to develop innovative solutions for paper and foil applications of every conceivable type – in the uncompromised finest quality. www.vpf.de

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