

DURABILITY, SUSTAINABILITY AND SECURITY

## VPF PRESENTS NUMEROUS CUTTING-EDGE LABELSTOCK NOVELTIES AT LABELLEXPO EUROPE 2023

SPROCKHÖVEL, JULY 2023

A variety of highly innovative labelstock solutions will be presented by VPF GmbH & Co. KG from Sprockhövel at Labelexpo Europe 2023, which will be held in Brussels from 11 to 14 September 2023. The key topics are durables, sustainability and security, as well as extensive product range enhancements for inkjet label printing. In total, more than 50 new labelstock materials will be presented at the exhibition stand.



An extensive Durables programme will be presented by VPF at Labelexpo Europe 2023.

The main focus is on a totally new product range for the durables sector, i.e. extremely strong and permanently adhesive materials for indoor and outdoor applications. The total portfolio of 12 material combinations is partly UL-listed, seawater-resistant according to BS5609, Sect. 2 and universally applicable for many technically demanding labelling requirements. PET films as well as UV-stable PE and PP facestock are featured - also suitable for subsequent printing by means of thermal transfer, inkjet or laser printing.

A completely renewed range of sustainable face materials and liners will be introduced by the VPF labelstock experts at Labelexpo. In addition to new grass papers (also for inkjet and thermal transfer), the spotlight will be on silphia, bagasse, glassine, hemp and 100% recycled papers. An additional feature is a paper made from recycled disposable coffee cups, rounded off by innovative PE, PP and PET films with a high recycled content.

Sustainable liner solutions made from recycled paper or R-PET with 90% recycled material content provide new opportunities to reduce the carbon footprint of many labelstocks.

Brand new are two wash-off adhesives for the reuse and recycling of paper and film labels besides two adhesive combinations certified by the Papiertechnische Stiftung (PTS) as recyclable, which have been proven not to interfere with the paper recycling process. In detail, this means that the VPF adhesive "Permanent 551" can be cleanly separated from the face material in the recycling process without the appearance of adhesive stickies and consequently has no negative influence on the quality of the recovered waste paper recycle.



VPF wide range of sustainable face materials at Labelexpo Europe 2023.

VPF will also present innovative materials for inkjet printing. For example, various new PE, PP and paper materials have been qualified for water-based inkjet printing systems, which again expand the existing extensive VPF range in this segment and thereby meet the increasing demand. Many of these inkjet materials will also be offered in recycled film based versions in the future, in some cases accompanied by a significant reduction in the thickness of the face materials used. Of particular interest is an exclusive in-house development by VPF: a matt, outstandingly printable inkjet R-PE.

VPF's Labelexpo innovations also include new face materials for the tamper-proof closure of high-quality products. VOID materials with dry peel layers and fluorescence are of particular note here.

All VPF novelties, including many new adhesives, will be presented in detail at Labelexpo Europe 2023 in Hall 4, Stand C67. The VPF exhibition team looks forward to seeing you there.

# PRESS NOTE

## **About VPF**

Since 1967, VPF has been supporting and shaping the European market for self-adhesive materials and coatings as an idea generator, partner and problem solver. Expertise and a strong focus on customer and market needs are the foundations on which the company develops innovative solutions. With state-of-the-art production facilities, dedication and flexibility, VPF turns these solutions into quality products for paper and film applications of all kinds. [www.vpf.de](http://www.vpf.de)

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