

INKJET TEXTURED PAPERS WITH UP TO 100% RECYCLED CONTENT

# VPF DEVELOPS NEW WINE PAPER PROGRAMME FOR WATER-BASED INKJET PRINTING

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Labelstock manufacturer VPF has developed an entirely new, proprietary inkjet wine paper programme exclusively available for use with water-based inkjet printing systems. Initially, the programme comprises four high-quality papers, available from a minimum order quantity of 1.000 m<sup>2</sup>. The papers can be used with permanent or water-washable adhesives. Moreover these papers are ideal for high-quality inkjet printing on wine, spirits, cosmetics, and food products.



Left: Gin label, printed on inkjet Martelé paper. Right: Wine label, printed on inkjet paper Laid white, 100% recycled.

Until now, there has been no readily available, satisfactory solution on the market for customising the printing of labels on high-quality embossed, uncoated papers or wine papers using water-based inkjet printing systems. Following intensive development work, VPF can now coat embossed papers with an inkjet coating that significantly improves colour brilliance and drying speed compared to uncoated papers. These papers can be printed on with excellent results, using both dye and pigment inks while retaining the tactile qualities of uncoated paper. Despite the inkjet coating, the embossing on the paper is still clearly visible and can also still be felt.

This opens up new possibilities for many manufacturers of high-quality products in the decoration of small and medium-sized runs, which are often characterised by numerous variety changes or individual imprints. VPF has paid particular attention to ensuring compatibility with permanent

adhesives that are already being used successfully in the wine industry. It has also focused on coating with wash-off adhesives that enable labels to be cleanly separated from reusable products in washing lines (with or without lye).

A total of four products are available for the launch of the inkjet wine programme:

- ▶ VPF 13885 - Inkjet paper Martelé white 90g, 40% recycled content
- ▶ VPF 10600 - Inkjet paper Vergé cream 80g
- ▶ VPF 13426 - Inkjet paper Bagasse white 90g, 60% sugar cane fibre content
- ▶ VPF 13825 - Inkjet paper Laid white 90g, 100% recycled content

As part of this development, VPF has succeeded in producing a 100% recycled inkjet paper for the first time. Laid White (VPF 13825), a 100% recycled inkjet paper, is the first of its kind to be made available for water-based inkjet printing.

All papers are available exclusively from VPF.

Following technical testing and at the request of the customer, it is also possible to apply the VPF inkjet coating to other specially embossed papers, thus creating completely unique and customised adhesive materials. If you are interested, the VPF Sales Team will be happy to help.

All papers are now available with adhesives 951 (for permanent labels) and 605 Wash Off (washable at a minimum temperature of 70°C and with 1% lye). Specialised adhesives (opaque, hot melt, removable, cold-washable, etc.) are available at any time in accordance with the standard minimum quantities thanks to VPF's usual flexibility.

### **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)

### **Company contact**

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

### **Media contact**

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