

FOR MULTILAYER AND WRAPAROUND LABELS

WHITE ON BOTH SIDES, FULLY OPAQUE: VPF EXPANDS PORTFOLIO WITH SPECIALTY FILMS

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VPF has developed three self-adhesive film materials that combine a white appearance on both sides with very high opacity. The materials are intended particularly for multilayer labels, wraparound labels and applications printed on both sides.



For label constructions printed on both sides, insufficient opacity in conventional white films can quickly become a design problem. Print images, text or saturated colors on the opposite side may show through the material, compromising both readability and the premium visual appearance of the label.

Designed for multilayer and wraparound labels

VPF GmbH & Co. KG has developed a special material solution for these applications. A metallized barrier layer within the material construction reliably blocks the print on the opposite side. At the same time, the reverse is designed to provide a uniform white appearance as well.

The construction therefore combines two properties that are difficult to achieve simultaneously with conventional film materials: a high-quality white surface on both sides and very high opacity. The materials are particularly suitable for applications in which both the front and reverse of

a label are used for design or information. These include multilayer labels, wraparound labels and special label constructions for the beverage, cosmetics and consumer goods sectors.

The high opacity provides clear visual separation between the two printed sides. This opens up additional design options and is especially beneficial when high-contrast graphics, text or different designs are positioned directly opposite one another.

Three film variants are available

VPF currently offers the solution in three versions:

- PP 30 µm – **VPF 60101**
- PP 58 µm – **VPF 60204**
- PET 40 µm – **VPF 70100**

The different film types cover a range of requirements relating to converting, flexibility and label construction.

With these highly opaque films, VPF is adding specialty materials to its portfolio for applications in which standard films reach their limits in terms of opacity and double-sided design.

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

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