

Cosmo Films launches Black Velvet Lamination Films



DELHI, Oct 22, 2016- Cosmo Films, a leading manufacturer of speciality BOPP films, has announced the launch of BOPP based Black Velvet lamination films. The newly launched films offer an intense black colour along with a velvet touch to the laminated paper/paperboard or package, thereby enhancing its aesthetics. It is also perfect for post lamination processes like spot UV, foil stamping, printing etc.

Solid colours like blue, red, and black are tricky to handle, especially when used in the background for off-set printing. These background colours also take longer to dry, leading to increased lead time for print delivery. Therefore, off-set printers usually avoid

using these as background colours. However, graphic art designers prefer using black background because of the impact it generates with foiling and other post lamination operations and more so in case of luxury packaging.

Understanding this need gap, Cosmo Films has come up with black velvet lamination films which could compensate for the black printing on paper for background. These black coloured BOPP based velvet touch lamination films need to be laminated to the unprinted paper before going for printing or post lamination embellishments.

The films are available for both thermal and wet lamination in 32 and 21 microns respectively and are glueable, stampable and printable in nature. Apart from giving a superior velvet matte finish to the laminated surface, the films also offer excellent scuff resistance. Besides luxury packaging applications, black velvet films are also suitable for high end promotional material and stationery such as coffee table books, magazines, brochures, manuals, posters, shopping bags, wedding cards, gift boxes, calendars, diaries etc.

Commenting on the development, Mr. S. Satish, Global Head- Sales & Marketing said, *“The launch of black velvet lamination films has added a new dimension to our range of premium lamination films and the exciting fact is that this development can be replicated in other colours as well. The films have been commercialized and the response so far has been extremely encouraging”*.

About Cosmo Films Limited

Established in 1981, Cosmo Films Limited today is one of the global leaders and manufacturers of Bi-axially Oriented Polypropylene (BOPP) films used for packaging, labels and lamination applications. The company is the largest exporter of BOPP films from India and is also the largest producer of thermal lamination films in the world with plant cum distribution centres in India, Japan, Korea & the U.S along with global channel partners in more than fifty countries. For more information, visit www.cosmofilms.com or write to enquiry@cosmofilms.com.