

## Cosmo Films expands its range of Direct Thermal Printable Products



DELHI, 12<sup>th</sup> June, 2017- Cosmo Films, a global leader in films for packaging, labeling and lamination applications, would now offer an extended range of direct thermal printable (DTP) products. This would include standard DTP films, top coated DTP films, high temperatures DTP films and DTP paper.

Direct thermal printing is generally used for tagging and labeling applications where elaborate printing is not required and printing is done only for critical information like barcodes. Direct Thermal printing does not require an ink ribbon for printing, and the image/impression

formation takes place simply when coated substrate comes in contact with the print head of the thermal printer.

The company has just launched a **BOPP based top coated direct thermal printable film** which is water and solvent resistant and can be used for tough weather labeling such as deep freeze product labeling, industrial bar coding, track & trace and logistics. The film can **endure temperatures of -20 to 70 degrees**. A **high temperature resistance variety** with endurance level as high as **130 degrees** is also being offered. The product has been developed keeping meat packaging & carcass tagging applications in mind requiring relatively higher temperature process parameters.

The company would now also offer **direct thermal printable paper** in both top coated and uncoated varieties. Top coated variety would be well suited for applications requiring water resistance.

Commenting on the development, Mr. Kapil Anand, Head- Speciality Labeling Exports, Cosmo Films said, *“Direct thermal printing has been gaining significant prominence in recent times due to its ease of use, low total applied cost and optimum image density and we are glad that we can offer both paper and filmic solutions for a wide range of applications now being printed by this printing technology.”*

### About Cosmo Films Limited

Established in 1981, Cosmo Films Limited today is a global leader in speciality films for packaging, lamination and labeling applications. Its films offerings include biaxially oriented polypropylene (BOPP) films, cast polypropylene (CPP) films and soon to be offered biaxially oriented polyethylene terephthalate (BOPET) films. Today, the company is the largest exporter of BOPP films from India and is also the largest producer of thermal laminating films in the world with plant cum distribution centres in the U.S, Korea & Japan and global channel partners in more than seventy countries.