

Cosmo Films launches Universal Printable Coated Synthetic Paper



DELHI, 28th March, 2017- Cosmo Films, a leading manufacturer of speciality BOPP films, has announced the launch of BOPP based universal printable synthetic paper. The newly launched film which appears like paper is printable with all available printing technologies which include wet & UV offset, wet & UV flexo, letterpress, screen, thermal transfer and most of the digital toner technologies. The company has been manufacturing & marketing its standard synthetic paper which was used for printing on offset & screen for years now.

The versatility of synthetic paper is reflected in the vast number of applications where it can be used.

This includes areas such as commercial printing, tags & labels, retail & packaging, identification & credentials and outdoors. Some of the applications under each of these segments are as follows:

Commercial printing: Maps, calendars, posters, recipe books, instruction manuals etc.

Tags & Labels: Chemical drum labels, airport transfer tags, track & trace labels etc.

Retail & Packaging Segment: POP graphics, carry bags etc.

Identification & credentials: visiting cards, land documents, birth and merit certificates etc.

Outdoors: Tree tags, train station & airport signages & displays etc.

Synthetic paper is a replacement of paper in applications where durability and longevity is desired. It has a matte paper like finish, is non-tearable, has moisture & chemical resistance and excellent lay flatness. The product is available in 75, 95, 120, 150, 175, 195, 215, 275, 330, 375 and 430 microns.

Commenting on the development, Mr. S. Satish, Global Head- Sales & Marketing, Cosmo Films said, *"The universal printable synthetic paper has been a long standing unmet need of the market, as currently different synthetic paper grades were being offered for different printing technologies. This universal printable product would help the printers to significantly reduce their inventory carrying costs."*

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.