

Media Release**Cosmo Films adds new products to the Synthetic Paper portfolio****COSMO SYNTHETIC PAPER**

New Delhi, 06th September '19- Cosmo Films, a global leader in speciality films for flexible packaging, lamination and labeling applications as well as synthetic paper has recently added two new products to its synthetic paper portfolio. One of the products is a digitally printable synthetic paper and other one is a high tear resistant synthetic paper.

The product launched for **commercial digital printing** can print with both powder toner based laser printers as well as liquid toner based printers. Laser printing is a newly introduced feature for the digital product and has been added keeping the huge potential of **photo-album & coffee table book printing** segment in mind. It is printable with almost any production printer-HP Indigo, Xerox, Konica Minolta, Ricoh, Canon to name a few. Apart from laser printing, the product can undergo any printing process be it conventional & UV offset printing/UV & water based flexographic printing/thermal transfer printing/screen & letterpress printing/ UV inkjet printing or HP indigo & HP Latex printing.

Brilliant whiteness of the product makes it appear very similar to paper and helps produce excellent print quality and true colour output.

High Tear Resistant Synthetic Paper-The product has been engineered to be non-tearable, displaying excellent tear resistance and has been designed specifically for tag applications. It is printable on both sides by UV offset, water & UV Flexo, and thermal transfer printing processes. Some of the typical tag

applications include garment hang tags, horticulture identification tags, tree tags, cattle identification tags and airport transfer tags.

Speaking on the development, Mr. Kapil Anand- Global Head for Speciality Labels & Industrial Films at the company said *“We have a diversified portfolio of products under the Synthetic Paper category which currently find applications in retail & packaging, commercial printing, tags & labeling, and identification & credentials. Having said that, we are continuously working to fill in the market need gaps and also expand share of the pie. With these two new additions; we now cover the entire spectrum of print technologies and also offer a robust product with high tear resistance”*

About Cosmo Synthetic Paper:

It is a co-extruded, white opaque, polypropylene based film which resembles paper in appearance. It is mostly used as a substitute of paper in applications requiring durability and longevity such as menu cards, maps, marksheets, retail POP etc.

This version of paper is non-tear able, has moisture & chemical resistance, excellent lay flatness and is available across thickness profiles. The product is EU 10/2011, USFDA, REACH and RoHS compliant. It is printable with most available printing technologies which include wet & UV offset, wet & UV flexo, letterpress, screen, thermal transfer and digital.

About Cosmo Films Limited:

Established in 1981, Cosmo Films is a global leader in speciality films for packaging, lamination and labelling applications. With engineering of innovative products and sustainability solutions, Cosmo Films over the years has been partnering with worlds’ leading F&B brands, packaging & printing converters to enhance their consumer experience.

Company’s film offerings include BOPP and CPP films. Today, the company is the largest exporter of BOPP films from India and also the largest producer of thermal lamination films in the world. Its customer base is spread in more than 100 countries with manufacturing units in India, Korea & Japan. For more information, visit www.cosmofilms.com or write to enquiry@cosmofilms.com.