

Pentaclear®

Creative Box Packaging with Pentaclear®

In Western Europe, folded boxes and round tubes/drums made of transparent films are mainly used for packaging confectionery, chocolates, cosmetics, and personal care products, as well as luxury and DIY consumer goods.

Due to their high versatility, plastic films enable the box packaging producers to perform outstanding designs and prints in order to increase the shelf appeal of the product and to support its exclusivity.

The Western European box-manufacturing industry is increasingly concentrating on the production of packages for high-quality and added-value products. These areas of box packaging applications require an optimum surface quality of the packaging film as well as an optimum process ability and printability of the material in order to guarantee the highest product quality and production efficiency.

Nowadays, films with different surface configurations, e.g. embossed or matte surfaces, are used for the production of folded boxes in order to add haptic attributes to the package, e.g. "frosty" or "paper like" effects. Nevertheless, most folded boxes are produced from glossy films with high brilliant surfaces.

In order to combine the pre-requisite of an extraordinary surface gloss on the one hand and a superb printability of the films on the other hand, Klöckner Pentaplast has developed a surface treatment which significantly increases

the surface tension of the transparent film and this way optimises the ink adhesion even in offset UV printing. This permits an optimum reproduction of the print and the colours during the printing process. The surface treatment has no impact on the transparency and the brilliance of the films and makes any treatment of the film before printing, e.g. primer or corona treatment, obsolete.

The films do not block and perform excellently on all converting machines. The modification of the surface has no negative impact on conversion techniques such as bonding and welding. The surface treated materials are marketed as Pentaprint® Dynox films.

In addition, kp has developed special formulations which considerably increase the resistance of the films against any kind of scratches which normally occur during transportation and handling of the transparent films. This way the optical properties of the package (brilliance and transparency) are increased, which contributes to the shelf appeal of the packaged product.

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