



High-grade
films with
eye-catching
features



Special Effects



— Unique Effects for a Brilliant POS Display

Demetallized films and metallic printing inks offer spectacular new options for POS marketing. Gold or silver effects, silver backing or reflecting metallization serve to underline the sense of quality of food products or draw attention to specific features and information on the pack.



The metallized layer provides

- a light barrier
- a metallic background for sparkling gold and silver effects
- excellent coverage/opacity (masking the contents or tray colour)

Demetallized films

Demetallization is a process where a metallized film is first of all printed before predetermined areas of the metal layer are washed off by alkali treatment. During the next stage, the printed side of the

film is laminated with an oriented transparent film to protect the graphics. A barrier layer ensures that oxygen is kept out and the flavour is retained.

Metal detection

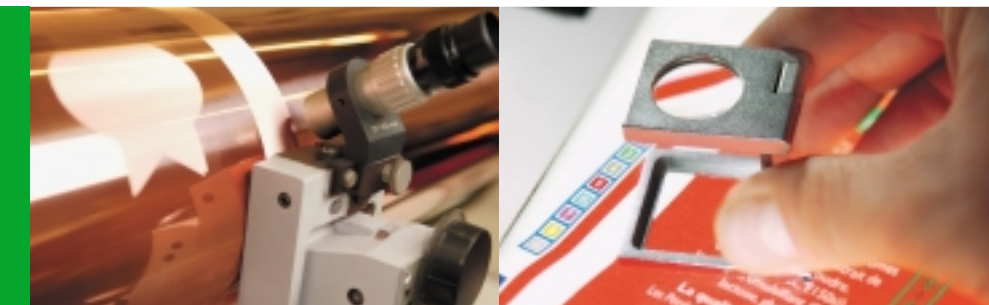
Demetallized films or films printed with metallic inks are suitable for use with metal detectors commonly used in the food industry, as confirmed in tests carried out by detector suppliers. On request, we will perform custom-trials with appropriate test balls, as not only metal but also the packed product can affect the precision of the detector.



— Pre-Press and Printing

Printed films give brands the final touch. High-quality graphic images enhance the visual appeal of the pack and emphasize the quality of the packaged goods. Metallized and demetallized films, multi-coloured designs, special effects such as silver backing and “Supersilver” create sparkling highlights at the point of sale.

With our rotogravure and flexo printing presses we can print the most sophisticated designs. We offer many different techniques: from glossy or matt spot coating to two-side in-register printing of thermoforming films. Our in-house facilities and capabilities include fully-automated platemaking and cylinder preparation plus colour & ink management all along the line from repro to the final print, thus ensuring maximum flexibility, consistent quality and reproducibility.



Supersilver

Innovative printing inks now enable transparent films to obtain a remarkably genuine-looking gold or silver appearance. This unique effect is the result of a process developed by Wipak where a sparkling silver ink is applied by a special technique similar to metallization. As with metallized films, the glossy visual appeal does not detract from the freshness and shelf life of the packaged item. The films provide transparency where required, plus the accustomed barrier for safeguarding perishable food products.



— Creating Highlights with Metallic Printing Inks

Silver backing

Silver backing is Wipak's attractive alternative to metallized films. This special-grade printing ink enhances the opacity of other printing inks and therefore ensures a consistently high print quality. As the silver flakes in the ink are extremely small and insulated,

they are not detected by metal detectors during processing. The barrier provided by the film is located in the sealing layer, allowing the functions and properties to be fully maintained and even improved.





Matt effects

Films resembling paper are a new pack design option. Using a special printing process, Wipak can produce prints which make the film look like genuine paper. The spectrum of effects that can be selected to suit the respective design ranges from the characteristic crumpled appearance to a fibre texture, plus striking visual effects such as matt or silky surfaces. The natural paper look has the advantage of allowing organic products to stand out among competitor products and enjoy a credible placement in the market.



Iriodin

Packaging films finished with an Iriodin coating are an eye-catching option. The unusual mother-of-pearl effect is achieved by adding special pigments to the ink to produce the Iriodin coating, resulting in brilliant colours and high opacity. The coating is applied inline during the gravure printing process either over the entire surface or as a spot coating. Wipak applies a large number of Iriodin pigments, selecting them accordingly to suit the end use and to obtain the desired effect.



Benefit from our expertise!
Don't hesitate to contact us.

Adolf Ahrens, Pack Design
Tel.: +49 5161 44 2978
Fax: +49 5161 44 142978
E-Mail: adolf.ahrens@wipak.com

Sara Jungnickel, Pack Design
Tel.: +49 5161 44 3458
Fax: +49 5161 44 143458
E-Mail: sara.jungnickel.@wipak.com

Your contact

AUSTRIA

Wipak Austria (Sales Office)
Tel. +43 664 120 3330
info.austria@wipak.com

CZECH REPUBLIC

Wipak Prague (Sales Office)
Tel. +420 22 05 61 644
info.czech@wipak.com

FINLAND

Wipak Oy (Manuf. Unit)
P.O. Box 45
15561 Nastola
Tel. +358 20 510 311
info.fi.wn@wipak.com

Biaxis Oy (Manuf. Unit)
Teknikonkatu 2
15520 Lahti
Tel. +358 20 510 312
info@biaxis.com

Wipak Avans Oy (Manuf. Unit)
Teollisuustie 4 B
27510 Eura
Tel. +358 25 491 911
info.fi.wa@wipak.com

Wipak Valkeakoski Oy (Manuf. Unit)
Kaivolankatu 5
37630 Valkeakoski
Tel. +358 35 777 700
info.fi.wv@wipak.com

FRANCE

Wipak Gryspeert S.A.S. (Manuf. Unit)
B.P. 60006
59166 Bousbecque
Tel. +33 320 115 656
info.france@wipak.com

GERMANY

Wipak Walsrode
GmbH & Co. KG (Manuf. Unit)
Postfach 1661
29656 Walsrode
Tel. +49 5161 44 3903
info.germany@wipak.com

Wipak Walothén GmbH (Manuf. Unit)
Postfach 1501
29655 Walsrode
Tel. +49 5161 44 3600
info.germany@wipak.com

Wipak Kempten GmbH (Manuf. Unit)
Westendstrasse 7
87488 Betzigau
Tel. +49 831 57 1440
info.germany@wipak.com

HUNGARY

Wipak Budapest (Sales Office)
Tel. +36 12 18 51 52
info.hungary@wipak.com

ITALY

Wipak Italia S.r.L. (Sales Office)
Tel. +39 03 96 08 43 47
info.italy@wipak.com

NETHERLANDS

Wipak B.V. (Manuf. Unit)
Nieuwstadterweg 17
6136 KN Sittard
Tel. +31 46 420 2999
info.belux@wipak.com

NORWAY

Wipak Oslo (Sales Office)
Tel. +47 22 90 13 10
info.norway@wipak.com

POLAND

Wipak Polska Sp. z o.o. (Manuf. Unit)
Ul. Sikorskiego 20
49-340 Lewin Brzeski
Tel. +48 77 404 200
biuro@maan.opole.pl

Wipak Polska Sp. z o.o. (Sales Office)
Tel. +48 22 65 81 705
info.poland@wipak.com

PORTUGAL

Hafri Ltda. (Sales Office)
Tel. +351 21 469 1728
hafrilda@sapo.pt

PR CHINA

Wipak Shanghai (Sales Office)
Tel. +86 21 52 34 06 75
info.china@wipak.com

RUSSIA

Wipak OOO, Moscow (Sales Office)
Tel. +7 49 59 37 22 62
info.russia@wipak.com

Wipak OOO, St. Petersburg
(Sales Office)
Tel. +7 81 23 36 97 49
info.russia@wipak.com

SPAIN

Wipak Iberica S.L. (Manuf. Unit)
P. I La Creuta, Apdo. Correos 174
08130 Santa Perpetua de Mogoda
(Barcelona)
Tel. +34 935 742 094
info.spain@wipak.com

SWEDEN

Wipak AB (Sales Office)
Tel. +46 40 19 16 00
info.sweden@wipak.com

SWITZERLAND

Wipak Zürich (Sales Office)
Tel. +41 44 39 21 214
info.switzerland@wipak.com

UKRAINE

Wipak Kiev (Sales Office)
Tel. +38 05 03 10 87 57
klibanskiy@voliacable.com

UNITED KINGDOM

Wipak UK Ltd. (Manuf. Unit)
Buttington Business Park
Welshpool, Powys, SY21 8SL
Tel. +44 1938 555 255
info.uk@wipak.com

www.wipak.com
info@wipak.com