

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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**Mactac® Introduces New Vivid™ Chrome Film Labels with Superior Printability and Adhesion**

*Improved polypropylene film offers unmatched shelf-appeal, durability, affordability*

**STOW, Ohio** – Featuring style, performance and durability, new Vivid chrome film labels from Mactac deliver a competitive edge in high-end product labeling for food, beverage, personal care, and household applications.

The improved polypropylene (BOPP) prime film offering is designed to generate attention and interest from consumers, creating dynamic point-of-sale marketing opportunities for brand owners. Labels feature a premium metallic appeal at a cost-effective price.

“Using our vertically integrated network and unique state-of-the-art film coating and finishing assets, we developed a superior chrome BOPP film that checks all the boxes,” says Kim Hensley, Sr. Marketing Manager, Mactac Roll Label.

The robust topcoat is optimized for flexographic, digital, and thermal transfer printing, and delivers sharp, high-quality results. Other highlights of the new film include:

- A specialized barrier coating that ensures outstanding moisture and scuff resistance, as well as durability.
- Excellent metal adhesion to prevent peel or transfer of metal layers and maintain shelf appeal.
- Steadfast resistance to moisture and oil migration to deter staining.

Depending on the application, the 2.0 mil Vivid chrome BOPP film can be paired with a variety of high-quality Mactac acrylic emulsion and hot melt adhesives, including the new MP238, PUREtac® ultimate clear, Chill AT® all-temperature, and ST-95 all-purpose adhesives. Labels are supplied with either a 1.2 mil clear polyester (PET) or 2.4 mil Super Calendered Kraft (SCK) paper liner.

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## **Mactac® Introduces New Vivid™ Chrome Film Labels -2**

Vivid chrome BOPP prime films tout exceptional converting and label dispensing and have a one-year shelf life.

For more information on the high-quality materials available from Mactac Performance Adhesives Group, call 800-255-9733, email [mactac.americas@mactac.com](mailto:mactac.americas@mactac.com) or visit [www.mactac.com/rolllabel](http://www.mactac.com/rolllabel).

### **About Mactac**

Mactac is a trusted leader in the pressure-sensitive adhesive (PSA) industry. Renowned for robust adhesive technologies, technical expertise, and a flexible asset footprint, Mactac delivers high-performance solutions across a broad range of markets. With a legacy of innovative solutions across a full range of adhesives – including hot melt, solvent, emulsion, and UV – Mactac’s PSA materials serve a wide array of industries, including label printing, packaging, large-format graphics, retail display, automotive, and medical device assembly. Mactac’s longstanding commitment to performance, quality, sustainability, and customer satisfaction, empowers the company to continue to set the standard for excellence in the industry. Mactac is a Lintec company, providing global resources with local service. More information on Mactac can be found at [Mactac.com](http://Mactac.com).

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