



Taghleef Industries

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Taghleef Industries introduce their 'New' IML film

“ A Brighter future with *Titanium*[™] “



Dubai, UAE – September 4th, 2015

Taghleef Industries introduce their new metallic In Mould Labelling BOPP film under the brand name *Titanium*[™]. *Titanium*[™] is a film that ticks all the right boxes & consigns all problems to history! This new film will be officially launched at the next Labelexpo Europe in Brussels end of September.

During the latter years of the last century the In Mould Labelling of injection moulded plastic containers had become the decoration method of choice providing a variety of post moulding finishes. Take your pick of a Smooth finish, Satin finish, the Orange peel look, High gloss & Transparent all these options were satisfied by the portfolio of films on offer. Yet there was one visual effect that had proved elusive, the 'Luxury Look', and the use of metallised BOPP film to really achieve premier “come & buy me” shelf presence.

Prior to Taghleef's release of *Titanium*[™], any number of options were considered to overcome issues such as scratch resistance of the metallisation, the adhesion of the inks to the metal surface, the buildup of static, and the failure of the label to accept the static charge from the robotic system. All existing market offerings failed the test.

The project to develop *Titanium*[™] started 2½ years ago within the Taghleef Label Team. Dedicated team members set about finding a workable product to satisfy the market need that had stretched back some 15 years or more. After some months of small scale commercialization and testing in various domestic markets the time has arrived to widen the horizons.



The brand name, *Titanium*[™] identifies the film as a very special product which it undoubtedly is. The multi-layer film has the metallic component as one of the inner layers thus removing the possibility of scratching & ink adhesion. The film is suitable for sheet fed offset and rotary print formats and does not require a prime coating. As a bonus it is capable of being printed on either side.

There is no doubt that a High Visual Impact is in abundance whether the Printer and End User decide upon the reflective "Brilliance" of the Gloss finish or the eye catching "Gunmetal" of a Matt finish. Either of these options results in a stunning presentation in the final product.

Over the development period Taghleef has worked with project partners in various countries and continents particularly Oceania, Europe, North America and Asia, to ensure that the film satisfies the demands of the supply chain. It is clear that *Titanium*[™] is a versatile film, having being moulded on screw top containers of 500 gm size and large buckets of 20 litre size. A film that will give 100% metallic coverage irrespective of label size, without any detriment to the anti static & chargeability properties.

Taghleef Industries is pleased to officially introduce *Titanium*[™] to the label industry at Labelexpo Europe show in Brussels (29/09 – 02/10). Our experts Steve Hodgson and Richard Britton will be available at our booth 5C46 in Hall 5 and ready to answer all your questions.

To schedule an appointment, please contact Corinne Rougeau.

About Taghleef Industries

Headquartered in Dubai, Ti is the leading, customer focused supplier of films solutions to a global market place. With a manufacturing footprint in 9 countries on 5 continents, Ti produces 410,000Tons of specialized and multi-purpose films for the packaging, labels, industrial and graphic arts applications. Film types include OPP, CPP, and PLA films. Ti strives for product performance through R&D and innovations and creates sustainable value for its customers and stakeholders by delivering the highest levels of performance, quality and service with a diverse range of products. Ti is the brand owner of Titanium[™], NATIVIA[™], EXTENDO[™], DERPROSA[™], SynDECOR[™] and VISION[®] trademarks.

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