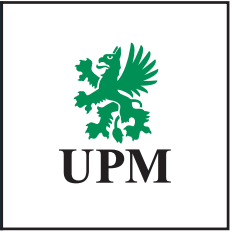


WE LEAD.  
WE LEARN.



**PURE**  
PASSION FOR FILMS



**Building better  
beverage brands**

**UPM RAFLATAC**

## Let's drink to successful brands

You'll find some of the world's most successful brands in the beverage industry. This is no accident. These companies manage their brands with extreme care, and appreciate the power of the label to convey their message. Part of the reason for the rising popularity of long-necked beers, prestigious bottled waters, sophisticated spirits and trendy flavoured alcoholic beverages comes down to the way big brand owners understand the benefits of pressure sensitive labels.

## More than an eye-catching label

Equally important to the label's aesthetic appeal is flawless performance. What this means in practice is no bleed in high-speed applications and no whitening. Good tack in varying humidity before filled and labelled bottles are stored in similarly demanding conditions is also crucial. In many ways, self-adhesive labelling is more flexible and efficient than other labelling techniques. Not only is label design and customization easy, but factory lines can label up to 60,000 bottles per hour.

## Proprietary technology on a global scale

When it comes to fulfilling brand owners' expectations, UPM Raflatac has years of experience. By drawing on the vast technical resources of our global organization and using the same technological platform on three continents, we've developed a dedicated range of labelstock for the beverage industry. What's more, in the last year we've invested heavily in a new lamination line specifically designed for low-caliper films. Our forthcoming investment in Poland will take this successful concept a step further. Our proprietary technology means we can produce films that are thinner than ever, including ultra-thin labels for the no-label look. What this experience, expertise and technological innovation means in practice is a beverage range which combines stunning looks with excellent printability, convertibility and durability.



## A versatile portfolio for every application

### Clear-on-clear

**APPLICATIONS:** Ultra-transparent labels that can be seamlessly integrated to the bottle and printed with up-market graphics. Often used on premium beers and vodkas, stylish water bottles and trendy ready-to-drink beverages.

**BENEFITS:** Gives products a premium image, while creating an impression of freshness and purity. Also reinforces the idea of excellent quality.

**TECHNICAL FEATURES:** PP Clear TC 50 P is printable with all conventional techniques. For full efficiency on a high-speed rotogravure printing line, take advantage of the economics of the corona treated PP Clear 50. Designed for the no-label look, the RP 74 adhesive formulation retains its high, lasting clarity even in wet conditions and high-speed conversion, without compromising good adhesion to glass and PET. Combine with a PET backing for a crystal-clear wet-out and unbroken production on the bottling line.

### Thin films

**APPLICATIONS:** Trendy, overlaminated no-label look labels typically used for beer and flavoured alcoholic beverages where excellent gloss and print protection are required.

**BENEFITS:** Overlaminating offers superior gloss and effectively protects prints through the conveyor belt by providing excellent scuff and scratch resistance.

**TECHNICAL FEATURES:** Overlaminated PP Clear 30 RP 74 PET30 provides maximum reliability and a large working window on high-speed lines. For the highest level of label integration and cost-efficiency, choose PP Clear 25 RP 74 PET25 or even ask for the thinner materials we're currently working on.

### Metallized films

**APPLICATIONS:** An eye-catching, attractive silvery sheen for labels, often used on premium spirits, flavoured alcoholic beverages and cool soft drinks.

**BENEFITS:** Excellent printability with all conventional technologies combined with a humidity-resistant film material ensures stunning looks on the bottle throughout the cycle, from bottling line to fridge.

**TECHNICAL FEATURES:** UPM Raflatrac's PP Silver TC 50 and PP Silver TC 30 are ideal for the metallized look.

### Matt films

**APPLICATIONS:** Perfect for creating a premium frosty look on matt-finished mineral water or vodka bottles.

**BENEFITS:** Compared to direct-printed bottles, pressure sensitive labels offer versatility with easy tailoring for different designs and sizes. This is particularly important for shorter production runs.

**TECHNICAL FEATURES:** For a matt no-label look, choose PP Matt Transparent 60 or the top-coated PP Matt Transparent TC 60 when excellent printability is required.

### White PP

**APPLICATIONS:** White PP is a stylish, standard option for many mixed drinks, fruit juices and soft drinks, though it has become a more and more natural choice for trendy milk and coffee-based beverages, too.

**BENEFITS:** Glossy, durable and moisture resistant white PP printed with high-quality graphics is a premium alternative to standard wet-glue labels.

**TECHNICAL FEATURES:** The adhesive formulation of PP White TC 60 RP 74 combined with a PET30 backing minimizes bleeding but maximizes durability in high-speed conversion and labelling.

### Special papers and foils

**APPLICATIONS:** Sophisticated labels typically used for premium spirits and flavoured alcoholic beverages but also increasingly seen on soft drinks and fruit juices when a unique look and feel is desired.

**BENEFITS:** Elegant paper and foil labels with special effects and embossing, printed with high-quality graphics, are ideal for creating a premium brand image.

**TECHNICAL FEATURES:** Antique papers with a textured effect and hand-made look, Silvervac and Goldvac with a metallic sheen as well as different Foils with a matt or shiny finish are available with several adhesive options and provide excellent printability.

### Pasteurization

**APPLICATIONS:** Ultra-resistant labels for pre-labelling beer bottles destined for the pasteurization process.

**BENEFITS:** Pasteurizable labels are more cost-efficient when used as a replacement for direct printing, and they enable you to create the no-label look even on lines without an adequate label dispensing unit.

**TECHNICAL FEATURES:** The crystal-clear RP 72 adhesive formulation offers excellent adhesion and convertibility, while the PP Clear TC 50 P face can be printed with all conventional methods. After the pasteurization process, the labels will emerge just as clear and perfect as they were when they went in.



## Customer tailored solutions

Our Special Products business has been specifically developed to meet all our customers' requirements. With a dedicated team of technical experts working on our brand new state-of-the-art special products production line, we have the capacity to help you create unique labels. Simply put, when it comes to individually customized solutions for special applications, we're always on hand to help.

## Super service

In addition to our extensive portfolio, we pride ourselves on having a service offering that is second to none. Our net-width service means that you only ever have to buy the real width needed, cutting down on waste and saving you money. Once you purchase a UPM Raflatac product, we make use of our extensive logistics network with terminals across Europe to guarantee on-time delivery. And if you want to keep track of your order, you can make use of our 24/7 internet service, the Business Line.

## Serious about sustainability

Ever since we were established in the early 1970s, we've tried to base our growth and success on finding environmentally responsible solutions. Originally this resulted in new proprietary production technology and the replacement of solvent-based labelling solutions with water-based alternatives. Today, we're working even harder to minimize the environmental impact of our own operations, while developing more environmentally friendly products for our customers. So, if you need a partner that's serious about sustainability, you need UPM Raflatac.

