



WE LEAD.
WE LEARN.



**Beauty
on a bottle**

UPM RAFLATAC

Make the best impression

In today's beauty-conscious world, the personal care market is more competitive than ever. Shelves are packed with similar products all battling for consumers' attention. To combat price competition, brand owners have to find cost-effective ways to stand out from the crowd. In an industry where first impressions count for everything, an eye-catching package with a stylish label is a must.

Just the right look and feel

As personal care products are all about making consumers feel special, it's no wonder the label plays a key role in the selection process. An unusual texture, a heady scent or vibrant visuals can make all the difference in influencing consumers. At the critical point of sale, where buying decisions are made in seconds, an engaging label is priceless.

Taking care of cost-efficiency

But looks aren't everything. As well as enhancing a product, a label must also contribute to packaging efficiency and help reduce costs. There's a huge variety of different labelling solutions available. Choosing the right one can be complicated, particularly with the increasing number of different versions of personal care products. Add to this the need to minimize the time to market, and it's essential to get the right label for the product at the right price.

Versatile products. Personal service.

At UPM Raflatac we make it our business to help yours. We have all the products and services you require for personal care labelling. Whether you are looking for a label that's squeezable or clear, thin or shiny, we can help. In fact, with our customer tailored solutions we can create labels that are completely unique to your product. To see how we can take care of all your labelling needs, check out our portfolio.

Innovative labels

Taking ingenious ideas and turning them into real-world solutions is one of the things we do best. We have a wide range of innovative labels with properties that make them ideal for a whole range of personal care products.

Raflex Plus

APPLICATIONS: For products that require excellent squeezability, conformability, clarity and thinness all in one, the revolutionary Raflex Plus is ideal.

BENEFITS: Versatile enough for use in most personal care applications, including on HDPE bottles, PP bottles, PET bottles and those with especially curvy shapes. Excellent convertibility on printing presses and label application lines save time and money.

TECHNICAL FEATURES: Combines the best properties of PE and PP while only 56 microns thin. Available with a high-density backing or a PET backing to further increase clarity.

Squeezable PE

APPLICATIONS: Ideal for any shape or size of bottle used in highly squeezable applications.

BENEFITS: Industry standard for the personal care industry where bottles are used in increasingly demanding ways. No matter how much it's squeezed, Squeezable PE always looks good.

Clarity – Clear on clear

APPLICATIONS: For brand owners who want a trendy no-label look, you can't get clearer than this.

BENEFITS: The magic of the no-label look combined with more efficient application speeds.

TECHNICAL FEATURES: Can be created with different PE and other PP faces, while the exceptional clarity of clear PP on a PET 30 backing with the RP 74 adhesive makes it virtually invisible.

Soft Touch

APPLICATIONS: For brand owners who want to appeal to consumers in a different way, with a label that not only looks good but feels great, too.

BENEFITS: The pleasant feel of the label appeals to consumers and helps differentiate a product, meaning there's no need to invest in a special bottle.

Glamorous labels

In the personal care industry, perhaps more than any other, a beautiful label is crucial to a product's success. With this in mind, we at UPM Raflatac have created a selection of label materials that add a touch of glamour to even the plainest bottle.

Iridescent

APPLICATIONS: With its rainbow effect, Iridescent is perfect for brand owners who want to dazzle consumers.

BENEFITS: Available in different colours, this label increases brand recognition and gives any product a real luxury feel.

TECHNICAL FEATURES: Available as a solid laminate, with thin PET together with the standard film of your choice, or as an overlamination film.

Metallized products

APPLICATIONS: The silver effect is an increasingly popular option for men's products, but can give a special effect to any application.

BENEFITS: A silver sheen helps products stand out from the crowd and gives an impression of fine quality.

TECHNICAL FEATURES: UPM Raflatac offers 30 and 50 micron PP Silver and PE Silver 85.

Matt effects

APPLICATIONS: For applications where a subtler look is required, matt films are the best solution.

BENEFITS: Not only do matt effect films look different, they also help reduce rub-off damage.

TECHNICAL FEATURES: A higher matt effect can be created with a topcoat. For a semi-matt product that blends in with many different surfaces, try PE Matt 80.



Functional films

Although a label's looks are particularly important in the personal care industry, there are also many specialist applications which need a label to perform a particular function. At UPM Raflatac we make sure our portfolio covers all your requirements, no matter what.

Thin films

APPLICATIONS: Thin films are excellent at protecting printed labels from both package contents and environmental factors.

BENEFITS: The versatility of thin films means converters can create their own specific solutions. For example, rather than buy a thicker film, they can laminate two thin films together.

TECHNICAL FEATURES: 30–40 micron PP films, suitable for overlamination.

Wet wipes

APPLICATION: Special materials have been developed for open-closure labels on increasingly popular wet-wipes pouches.

BENEFITS: The finished labels retain their functionality throughout repeated use. UPM Raflatac's specially formulated RC 12 adhesive is solvent-free and non-harmful to the environment.

TECHNICAL FEATURES: RC 12 is a UV hot-melt adhesive which is resistant to oils, chemicals, water and ultraviolet light.

Tube labelling

APPLICATIONS: By changing from other decoration methods to self-adhesive labels, brand owners can make big cost savings.

BENEFITS: One kind of tube can have many different looks. For example, Raflatube, a squeezable PP film, gives a clear tube an impressive no-label look. Compared to direct printing, there's also less waste when information on the tube needs to be changed.

TECHNICAL FEATURES: RP 37, a universal adhesive designed for use with films, is a suitable solution for a wide variety of tube applications. If the tubes have a special treatment and need a more high-tack adhesive, RC 18, an environmentally friendly, very high tack UV hotmelt is the answer.

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.

