

VANISH™

Invisible never looked so good



UPM RAFLATAC



A NEW ERA OF LABELING IS HERE

The clear advantage

In the world of consumer products labeling, it pays to put your best face forward – and transparent films are often the ideal choice to effectively showcase great brands and exceptional imagery. So, it's no wonder companies in the specialty foods, beverage and personal care segments have already made the switch from thicker polypropylene (PP) films – and in some cases, even paper labels – to thinner, clear-on-clear options to achieve the elusive no-label look.

Historically, when brand owners needed a label to integrate flawlessly into glass or polyester packaging materials, their “go to” products featured a 1.6 mil to 2.0 mil (or higher) clear PP film face stock – the industry standards. However, recent manufacturing and printing technology improvements have made it possible to utilize even thinner polyester (PET) materials for these applications. And UPM Raflatac is a major player in ushering in this new era of labeling.

Introducing VANISH™ – the truly invisible label

UPM Raflatac's new VANISH™ range of clear PET films redefines how companies can maximize brand representation while boosting quality and performance to new levels. Featuring a 0.92 mil face stock, these thin, yet robust products provide the perfect canvas for innovative imagery previously considered unattainable by creative designers. And their dimensional stability, excellent ink reception and dispensing properties simultaneously allow manufacturers to embrace new productivity gains and realize packaging material reductions throughout their processes.

A disappearing act

FOR BEVERAGE LABELS

VANISH™ films offer fresh, exciting choices in the beverage industry. Whereas pre-printed bottles and cans have been the way of the past, companies can now lower investment costs – and increase storage space – by making the switch to these ultra-thin, clear label stocks.

Not only will beverage manufacturers no longer have to maintain large inventory levels with the risk of a sudden change in messaging or graphics, they will also be able to employ new decorating methods (raised textures, scents, glow in the dark inks or UV fluorescent imagery). These can be key differentiators in the energy drink and bottled water markets where the perception of premium taste is crucial. UPM Raflatac's VANISH™ portfolio also increases the capability for companies to create small batches, seasonal brews or even spur-of-the-moment, event-specific options.

The best part? Each bottle and can will still appear to have a high-end, no-label look, and consumers won't know the difference. And our water-whitening resistant adhesive ensures your brand will look as good coming out of the ice chest or cooler as it does on the shelf.

VANISH™ labels are also ideal for

- Unique, irregular pattern shapes and graphics
- Transparent inks/metallic designs
- End-of-life recycling – these labels do not negatively impact the aluminium recycling process



Hungry for change in food labeling

In the food package labeling segment, many companies have been using either glue-applied wraps or paper pressure sensitive materials to distinguish their goods. But with VANISH™, they now have an economical, clear-on-clear option to drive product sales even further – or completely change their decorating method altogether.

On rigid packaging, like PET clamshells or clear glass containers, VANISH™ labels allow consumers to view the product while still recognizing its brand. When the label disappears, consumers can more easily see what they are buying; and therefore, these items are more likely to dominate retail shelf space compared to similar goods featuring a paper label or glue-applied material.

Clear-on-clear VANISH™ films also provide the perfect opportunity to display higher-end graphics with more freedom in shape and product size – and offer several productivity gains.

Manufacturers who were previously forced to purchase large quantities of pre-printed packaging materials can now save on material and packaging costs – and storage space – while achieving the same graphic effects with VANISH™. And these clear thin label stocks open the door to even more possibilities, like expanding flavor ranges, producing small batches, changing imagery with ease and differentiating existing product lines.



What you don't see in personal care

For decades, the true no-label look has been highly sought after in the personal care industry – and VANISH™ takes it a step further. With even thinner PET face materials paired with high-performance adhesives and clear PET film liners, companies can increase the dramatic effect of their visuals on clear glass and rigid PET containers and boost product quality impressions with few, if any, design setbacks.

Much like in the beverage sector, VANISH™ opens new doors for creative teams, as graphics can now genuinely fit brand owner needs. With these clear-on-clear products, square halos and cut corners are no longer visible; circular or irregular patterns are possible; and new opportunities for transparency, metallic accentuation and opaque lettering are emerging.

VANISH™ BENEFITS

- True no-label look
- Productivity – more labels per roll, fewer roll changes
- Reduction in pre-printed packaging
- Increased storage space
- New graphics opportunities for designers



VANISH™ face stocks

FACE VANISH™ 92

Clear polyester film for product labeling in applications where resistance against water, oil and chemicals is important. Ideal for labeling toiletries and cosmetics and suitable for beverage applications. It has high strength, good stability and excellent chemical resistance.

| | | |
|------------------------------|--------------------------|-----------|
| Substance weight | 26 lbs./ream (25" x 38") | TAPPI-410 |
| Caliper | 0.92 mil | TAPPI-411 |
| Ultimate elongation MD | 110% | ASTM D882 |
| Tensile strength at break MD | 32000 psi | ASTM D882 |

FACE VANISH™ 92 TC

Clear top-coated polyester film for product labeling in applications where resistance against water, oil and chemicals is important. Ideal for labeling toiletries and cosmetics and suitable for beverage applications. It has high strength, good stability and excellent chemical resistance.

| | | |
|---------------------|--------------------------|-------------|
| Substance weight | 26 lbs./ream (25" x 38") | TAPPI-410 |
| Caliper | 0.92 mil | TAPPI-411 |
| Tensile strength MD | 32000 psi | ASTM D882 |
| Tensile strength CD | 35000 psi | ASTM D882 |
| Elongation MD | 180% | DIN 53455/1 |
| Elongation CD | 140% | DIN 53455/1 |

THE VANISH™ PRODUCT OFFERING

| Sales code | Product description |
|------------|---------------------|
|------------|---------------------|

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|--------|------------------------------|
| SY359F | VANISH™ 92 RP76 0.92 mil PET |
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| SY350W | VANISH™ 92 TC RP74 0.92 mil PET |
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| SY360G | VANISH™ 92 TC RP76 0.92 mil PET |
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VANISH™ adhesives

ADHESIVE

RP74

Clear emulsion acrylic permanent adhesive designed specifically for applications requiring optical clarity and adhesion to polar and smooth, non-polar surfaces, while offering excellent converting characteristics. Ideal for food, personal care and Health & Beauty applications.

| | |
|---------------------|---|
| Tack | 11 N FTM 9 |
| Shear | 10 h FTM 8 |
| PE-looptack | 10.0 N modified FTM9 |
| Labeling temp. min. | 23°F |
| Service temp. range | -40...200°F |
| Shelf life | From the date of manufacture: 2 years at 68°F and RH 50%. |
| Limitations | Limited adhesion at low temperatures. The highest end-use temperature must be separately checked together with the face material. |

ADHESIVE

RP76

Emulsion acrylic permanent adhesive for beverage applications. Developed for applications where water resistance and optical clarity are required.

| | |
|---------------------|--|
| Tack | 9 N FTM 9 |
| Shear | 10 h FTM 8 |
| PE-looptack | 9.0 N modified FTM9 |
| Labeling temp. min. | 25°F |
| Service temp. range | -40...200°F |
| Shelf life | From the date of manufacture: 2 years at 68°F and RH 50%. |
| Limitations | High temperature and/or humidity during storage might cause adhesive bleeding from edges of the roll. UV resistance of the adhesive is limited. |



A PREMIUM APPEARANCE WITH AN ECODESIGN

VANISH™ is a remarkable achievement you'll have to see to appreciate – but ironically, **you won't really see the label at all.**

So, we invite you to learn about our new Label Life tool, where you can assess the benefits of switching to VANISH™ from a comprehensive life cycle standpoint. There, you will find relevant and easy-to-use environmental information tailored to your needs. Contact your UPM Raflatac representative for more details.

LabelLife
Make sustainable choices

Need technical support?

If you're looking for technical support with our labeling solutions, we've got you covered. Our technical product consulting experts are on standby to help you choose the right label stock products to meet your needs. The industry is constantly changing, and we want to be your first stop for targeted support and expertise. Give us a call today toll-free at **1-866-294-8412** for advice about your current – and future – applications!

