

Press Release

ECKART at interpack 2011 – Duesseldorf, Germany, 12 – 18 May 2011

Hartenstein, May 9, 2011 With the motto "ink not foil " ECKART presents real alternatives to foil and metallization for metallic printed packaging solutions. Besides graphic arts applications the metallic effect company also showcases the most recent trendcolours and metallic and pearlescent pigments for plastic packaging applications.

Metallic pigments add a special touch to surfaces and make them real eyecatchers, conveying a message of high quality, style and luxury.

Brilliant food packaging – metallic inks for low migration in Offset

With METALSTAR FPG 11 series ECKART proudly presents: the first sheet-fed offset metallic ink series with low migration and sensory neutral properties. This ink series is suitable for printing food packaging made from paper and carton. Carefully selected raw materials and special production conditions (GMP) ensure that the highest standards are satisfied in production and quality control. That makes the METALSTAR FPG 11 series ideally suitable for all offset applications used to make packaging for the food industry.

Revolutionary metallic colors in sheet-fed printing

The "Premium Metallics Guide Plus" utilizing ECKART'S METALSTAR 06 7500 PANTONE® Premium Silver ink was launched by PANTONE® in 2010 and is already a new metallic colour standard. What is so special about the new silver? PANTONE® PREMIUM Silver utilizes a unique aluminium pigment, dispersed in a high performance varnish system to ensure maximum holdout, superior overcoatability, and excellent functionality and never before seen clean color reproduction.

This ink is lamination friendly and foil stampable. Furthermore PANTONE® PREMIUM Silver shows unaffected metallic brilliance and color after topcoats, additionally to superior inter-coat adhesion with UV and aqueous topcoats.

Carton Board applications

Eckart is pleased to offer a range of metallic inks for printing metallic effects on carton board substrates in a wide variety of applications. Such effects are available for all commonly used printing processes. In many cases this metallic ink technology can deliver attractive and cost effective alternatives to traditional means of creating metallic effects on cartons.

Outstanding effects on shrink sleeves

Experience an outstanding range of metallic inks for the creation of eyecatching effects in the rapidly growing shrink sleeve market. Brilliant silver and highly attractive polychromatic effects can be achieved cost effectively using this new technology even where high percentages of shrink are required.

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Pressure sensitive and glueable labels

Metallic inks for use in both pressure sensitive and glueable label applications offer a cost effective and visually attractive alternative to traditional methods of achieving metallic effects on a wide range of label substrates, and are widely used in a variety of label applications.

ECKART Metallics strike Gold with confectioners

In the highly competitive candy industry, confectioners require products that not only appeal to taste buds, but also are packaged in a way that is just as tempting to the eye, resonating with shoppers' senses and causing them to choose a product over the hundreds of others on the shelf. ECKART's goal was to develop a metallic ink technology for packaging applications that would attract customers' attention and evoke an emotional reaction while providing cost savings, increased speed to market and environmental responsibility.

With the metallic inks MIRRORGOLD and PLATINSTAR, it is less expensive for confectioners to showcase the product through a clear window, as the printing process only registers metallized ink where necessary. As an alternative to de-metallization, this technology offers a cost-saving that requires no additional capital since the inks are printed in-line. By skipping the time consuming de-metallization process, MIRRORGOLD and PLATINSTAR have increased customers' speed to market. A true innovation, providing clear value to large premium confections companies through the chain of supply and converting process, all the way to placing the brand on the shelves. Specifically for the flexible packaging film laminations sector of the industry, this one-of-a-kind technology is one-of-a-kind!

Luxurious shine for plastic packaging

Introducing next generation pearl pigments based on synthetic glimmer: **SYMIC**
The silver-coloured pigments feature high colour purity and are therefore especially suited for bright full tones. The brilliance values significantly exceed the specifications of comparable pearls based on natural mica.

The synthetic substrate enables a substantially lower heavy metal content. These features make **SYMIC** the product of choice for cosmetics and personal care packagings.

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About ECKART:

The ECKART Group is a worldwide leading manufacturer of metallic effect and pearlescent pigments and metallic printing inks. The group of companies with today globally about 1, 800 employees develops, produces and distributes metallic effect and pearlescent pigments in powder, paste and pellet form and also in concentrates, dispersions and print inks. ECKART products are used in the graphics, coatings, plastics and lightweight concrete industries, as well as in cosmetics and personal care products. ECKART is represented in more than 70 countries as of the present day. The company is a member of ALTANA AG. ALTANA develops and produces high quality, innovative products in the sector of specialty chemicals.

Please find more information on the company and its products on our website www.eckart.net