

News Release
17.05.2017

Feldmuehle presents VivaCard® at CosmeticBusiness in Munich

VivaCard – matt, high-white SBS board for modern packaging

Exquisite perfumes and cosmetic products require an equally elegant packaging. It enhances the brand and gives the consumer the feeling of having chosen a unique, valuable product. Moreover, high-quality packaging is an indicator of the product's quality.

Product packaging with a high quality appearance can be achieved using *VivaCard* from Feldmuehle. The graphical SBS board impresses in particular with its silky smooth, matt feel. Its high-white, modern surface is the foundation for excellent printing results and thereby creating ideal conditions for applying finishes – from hot foil, cold foil and blind stamping to matt and gloss varnishes and even shiny, metallic or holographic special effects.

Produced from 100% virgin fibre, *VivaCard* is the perfect material for folding boxes. *VivaCard* is also an excellent choice for other end uses such as high quality shopping bags, covers and folders. With its unique look and feel as well as its exceptional delta gloss *VivaCard* ensures products' differentiation and attractiveness at the POS, creating a strong brand appearance.

VivaCard is available with coating on either one or two sides and in a wide range of grammages, from 220 to 410 g/m². Samples of *VivaCard* can be requested free-of-charge by emailing sales@feldmuehle-uetersen.com.

Visit Feldmuehle at the CosmeticBusiness trade fair in Munich in Hall 2, Stand D22.2.

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Picture:



VivaCard, for modern
packaging and a strong
brand appearance.

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Please send a specimen copy. Thank you!