

News Release
4. May 2016

Feldmuehle at drupa 2016 with a focus on VivaCard and MediaLiner

High-white, matt materials for holistic packaging design

Feldmuehle Uetersen's entire product offering will be on show at drupa 2016. The portfolio includes products from the company's segments Board Solutions, Liner Options, Labelling Applications, Flexible Packaging and Graphical Printing. The focus will be on VivaCard and MediaLiner, materials for modern POS solutions that meet the requirements for holistic packaging design.

VivaCard is an SBS board with a high-white, matt surface for premium folding cartons. MediaLiner is a graphical topline for the laminating and corrugated packaging industry, also with a high-white, matt surface. Designed with their respective end uses in mind and produced in different grammages, both materials share the same surface appearance and feel. This combination provides designers and brand owners with the perfect opportunity to create a modern and consistent shelf presence for a product. In addition, thanks to their unique surface, VivaCard and MediaLiner enable excellent image and graphics reproduction and offer an excellent feel. Another outstanding feature is its delta gloss, meaning the gloss difference between varnished and unvarnished surfaces. The delta gloss brings out the striking elements of the printed image in a simple but effective manner, emphasising their importance.

Find out more about the opportunities and challenges of holistic packaging design. Visit Feldmuehle Uetersen at the drupa fair 2016 in Düsseldorf, Germany, stand F21, hall 4. Detailed product information can be found on the website feldmuehle-uetersen.com or download our app for iPhone, Android, Windows or BlackBerry.

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Picture:



Folding cartons and sales tray with the same surface appearance and feel for holistic packaging design at the point of sale.

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Please send a specimen copy. Thank you!