

News Release  
1 September 2016

## MediaLiner goes VivaLiner®

### Feldmuehle will present high-white, matt materials for holistic packaging design at FachPack 2016

From September 2016 Feldmuehle Uetersen's liner, formerly known as *MediaLiner*, will be produced and marketed under the new brand name *VivaLiner*. The name change does not imply any changes in the renowned quality and the specifications of the liner. It is just another step in the company's path towards greater independence and a new strategic orientation.

Feldmuehle's *VivaLiner* is a bright-white, matt top liner that not only offers a unique feel but also enables superior image quality for corrugated packaging, sales trays, displays and other lamination applications. Particularly worthy of emphasis is *VivaLiner's* wide range of possible end uses. Its uniqueness lies in its suitability for both offset and flexography printing and its usability for pre-print and direct printing using either sheets or reels. This makes *VivaLiner* a strategic one-stop-shop. Converters can benefit from a major increase in efficiency while brand owners and packaging designers can let their creativity flow. For more point of sale visibility *VivaLiner* is suitable for spot or effect varnishing and its excellent print gloss never fails to impress. Its high mechanical strength makes *VivaLiner* an ideal material for various corrugation and lamination techniques. Designed especially for corrugated packaging and laminates, *VivaLiner* is available in basis weights of 120, 135, 160, 175 and 190 g/m<sup>2</sup>.

In addition to *VivaLiner*, Feldmuehle will also showcase *VivaCard* at FachPack 2016. *VivaCard* is an SBS board with a high-white, matt surface for premium folding boxes and graphical applications. The board distinguishes itself through its satin surface and high whiteness.

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Find out more about the opportunities and challenges of holistic packaging design. Visit Feldmuehle Uetersen at FachPack 2016 in Nuremberg, Germany, stand 336, hall 7A. Detailed product information can be found on the website [feldmuehle-uetersen.com](http://feldmuehle-uetersen.com) or download our app for iPhone, Android, Windows or BlackBerry.

**Picture:**



*VivaLiner* for corrugated  
packaging with high-quality  
images.

**For further information, please contact:**

Feldmuehle Uetersen GmbH  
Jeannette Kuhanen  
Marketing Manager  
Pinnauallee 3, 25436 Uetersen, Germany  
Tel. +49 4122 719 685  
[jeannette.kuhanen@feldmuehle-uetersen.com](mailto:jeannette.kuhanen@feldmuehle-uetersen.com)

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