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DUNMORE Introduces New Brushed Metallized OPP Film for Labels and Graphics Market

DUNMORE Corporation introduces a new 2 mil brushed metallized OPP film for use with labels, graphics and decorative goods with a metallized finish. DUNMORE is a leading manufacturer of metallized film, coated film and laminated film, offering film conversion and contract film manufacturing.

Bristol, PA ([PRWEB](#)) October 2, 2008 – [DUNMORE Corporation](#) is introducing a [2 mil brushed metallized OPP film](#) for use in the labels, graphics, and decorative products market segments. Oriented Polypropylene film is commonly known as OPP film in the industry. This new brushed OPP metallized film provides the metallized finish at a lower cost than previously available.

Keith Lutz, Director of Imaging Films for DUNMORE, states, "This new brushed metallized OPP film fills a need in the labeling and decorative markets for a value-based brushed metallized look. The customer gets the sleek, modern look of brushed silver PET, but at a lower price point."



Brushed Metallized OPP Film Applications

DUNMORE foresees use of this new [metallized film](#) in a wide range of graphics applications such as consumer products labels, electrical/electronic goods labels, and point-of-purchase and signage, among others. The film features a printable topcoat, making it suitable for flexo, gravure and screen printing. In addition, the topcoat is thermal transfer printable with a wide range of ribbons. The material is available in a nominal 61" x 8000 yard format, but converting into slit rolls or sheets is possible. Lutz adds, "This product is packed with features, from the printable topcoat, to the flexible nature of the film itself that gives it superior conformance properties versus PET." The product adds to an extensive line-up of film products the company currently offers to the graphics arts market.

Features of new brushed metallized film:

- 2 mil caliper
- OPP base film
- Brushed metal look
- Printable topcoat
- 61" web width

Benefits:

- Industry standard caliper; ease of converting and dispensing
- Lower price point than traditional PET
- More flexible than PET where some conformability is needed
- Good handling during pressure sensitive (PS) coating on-press converting.
- Sets the standard for modern decorating trends with its sharp look
- Compatible with a wide range of flexo, screen and other press inks
- Compatible with certain thermal transfer ribbons
- Industry-standard width, lengths up to eight thousand lineal yards (8K LY)
- Slitting available for custom widths

Terminology Note: Oriented Polypropylene film is commonly known as OPP film in the industry. PET designates Polyethylene Terephthalate.

About DUNMORE

DUNMORE Corporation is one of the world's leading [film manufacturers](#), offering coated film, metallized film and laminated film substrates for the graphic arts, packaging, aerospace, insulation, surfacing and fashion industries. DUNMORE also offers film conversion services such as coating, [metallizing](#) and laminating along with contract film manufacturing. DUNMORE is privately held and ISO9001-2000 registered.

For complete information on DUNMORE's new brushed OPP metallized film and all DUNMORE product offerings and capabilities, please visit DUNMORE's website <http://www.dunmore.com/> or contact:

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