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DUNMORE Introduces Dura Soft Touch Film to Create a Multi-Sensory Experience

DUNMORE offers a new soft touch film that provides a silky feel with improved durability. Dura Soft Touch Film is engineered for packaging, graphics, and various other applications.

Bristol, PA, December 4, 2018 - DUNMORE launches **Dura Soft Touch Film**, a new commercially available low gloss, tactile film. Creating a multi-sensory experience across applications continues to be important for product engagement and branding. In response to this market demand, DUNMORE has created **Dura Soft Touch Film**, a 12 micron soft feel PET film. Common applications include packaging, labels, and metal or plastic finishing applications.

Integrating a soft touch feel to a packaging design or other product can be a challenge. How do you make something soft, but durable enough for your application? DUNMORE's R&D team addresses this challenge with the development of a durable, soft touch film product that maintains its appearance throughout the supply chain. A soft touch film must keep its integrity during the manufacturing process, shipping & handling, and the final end use. Internal testing of the soft feel film (<https://www.dunmore.com/products/soft-touch-film.html>) has shown no visual changes to the surface after 250 rub cycles. In addition to durability, the new **Dura Soft Touch Film** is also printable. The new soft touch film has excellent first surface print adhesion with multiple ink systems from water and solvent based flexo to UV inks.



Neil Gillespie, Vice President of Technology states, "The development of a new soft touch film product has been a priority for DUNMORE to meet customer demand. Developing a durable, cost competitive soft feel film has been a challenge that we have embraced throughout the development process. The R&D team is excited to see this commercial product used in the field for packaging, and other applications we haven't even considered."

About DUNMORE

DUNMORE is a global supplier of engineered coated and laminated films and foils. DUNMORE offers film conversion services such as coating (<https://www.dunmore.com/services/toll-coating.html>), metalizing, and laminating along with contract film manufacturing and custom film product development. Dunmore services a diverse group of industries including aircraft, spacecraft, photovoltaic, graphic arts & labels, packaging, and insulation. DUNMORE is a subsidiary of Steel Partners and is ISO 9001:2015 and OSHA VPP Star certified. For complete information on DUNMORE's products, services and industries served, please visit DUNMORE's website <https://www.dunmore.com/>.

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