

New design variety with inmold labeling

Fuerth and Duesseldorf, 24 October 2007: Kurz will be demonstrating at K 2007 how to achieve novel designs and design effects using the tried-and-proven IML (Inmold Labeling) process.

IML technology has been employed for some years now in the high-volume decoration of plastic packaging such as yogurt and drinking cups, margarine and ice-cream containers, paint tubs and detergent bottles. This process offers an economical solution for achieving a sophisticated packaging design.

A further advantage compared to printing processes is the ability to perform design changeovers quickly and in a cost-effective manner. Using IML foils from Kurz, manufacturers benefit from these advantages and can produce completely unique designs.

Kurz's IML foil technology allows, for example, the full-surface transfer of wood designs. A large variety of highly realistic designs are available from African mahogany to gold beech to wild black cherry. Even the characteristic scarring of the wood surface can be reproduced.

Carbon designs and various metal effects can also be reproduced. Surfaces with a strikingly realistic aluminium, titanium, chrome or stainless-steel appearance can be achieved using Kurz IML foils. These foils come in various levels of matte finish and a variety of tints; a diverse range of structures are also available, optionally with a tangible brushed structure, or a realistic brushed look and smooth surface.

Besides wood and metallic designs, foils with a holographic 3D effect can also be used. Kurz's technology enables the manufacture of inmold labels to work with striking holographic designs. Regardless of the foil design, full-surface decoration can be achieved - even for objects with a mildly 3D geometry.

This diverse range of high-quality IML designs offers the user never-before-seen design possibilities. Whether it be a tray or table set in a noble walnut design, a jewelry box with a rosewood lid, or casing components in a high-quality metallic look - products can be significantly enhanced in an economical manner using Kurz IML foils.

Even exclusive packaging for branded articles, e.g. for perfumes or spirits, can be visually enhanced by means of this economical process. To find out more, visit the Kurz Stand A19 in Hall 5.

[>> Continued on page 2](#)

Background Information

The in mold labeling process

In the in mold labeling process, a design is applied to a foil consisting of the same material as the plastic component to be decorated. Ready-to-use IML blanks are then punched out of the foil roll, fixed in place within the injection mold and back-injected with plastic. The foil forms a permanent bond with the substrate and the plastic part exits the mold fully decorated with no further processing steps required.



Photo: Kurz

Inmold labeled plastic tray with wood appearance

A print-ready version of the photo is made available in the file "photos".

About Kurz

The Kurz Group, the recognized global leader in hot stamping technology, represents over 100 years of experience in hot stamping. The range of applications for Kurz foils is virtually without limit - on greeting cards and packaging, electronic and household products, cosmetic articles, textiles, furniture, automotive parts and more. With 3,000 employees located at nine plants in Europe, the USA and the Pacific region, together with 19 subsidiaries and 70 agencies strategically placed around the globe, the Kurz Group manufactures and distributes a comprehensive product range for the surface finishing, decorating and counterfeit prevention sectors. A complete range of stamping machines and tools rounds off its product offering. Kurz, with research and development departments in both Europe and the USA, coupled with customer service and on-site technical assistance, supports its customers internationally with complete, custom-tailored solutions comprising foils, application machines and stamping tools.



Photo: Kurz

Press Contact:

Lucie Mengel
LEONHARD KURZ GmbH & Co. KG
Schwabacher Strasse 482
90763 Fuerth / Germany

Phone.: + 49 911 71 41-96 38

Fax: + 49 911 71 41-96 40

E-Mail: lucie.mengel@kurz.de