**PRESS RELEASE**

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**Lintec Europe launches range of new labelstock designed for water based inkjet printing in vivid colour**

Lintec Europe today announces CY8525, a new, highly durable, water-based inkjet printable labelstock, suitable for a variety of industries from manufacturing, to chemical industry, to healthcare and pharmaceuticals.

Designed in response to growing demand for multicolour images as an alternative to single colour thermal transfer label printing, Lintec’s new CY8525 labelstock has been developed in conjunction with the Epson Colorworks series and is also suitable for use with a broad range of water-based inkjet systems. Offering crisp resolution, vivid colours, fine text detail and exceptional levels of durability, these labels have a range of additional features, designed to meet the requirements of multiple sectors and applications.

The material is ideal for short-run premium packaging applications. It is also able to withstand cryogenic freezing down to -196°C, making it well-suited to the pharmaceutical and healthcare sectors and the labelling of vials and tubes which need to be stored at very low temperatures. In manufacturing meanwhile, CY8525 provides the ideal solution for finished product identification, branding and in-process tracking control labelling.

CY8525 features 85µ matt white print receptive polyester facestock, which is engineered for optimal performance and enables high resolution print quality combined with strong water resistance. It is ideally suited to the creation of four colour variable data labels for improved identification of storage vessels. CY8525 is also coated with PFC high performance acrylic adhesive, which exhibits initial high tack and adhesion to both high and low energy substrates and is suitable for exposure to liquid nitrogen.

“Being able to print labels in colour is becoming increasingly important in the manufacturing, chemical and healthcare sectors,” says Soichiro Fujinaga, Technical Manager, Lintec Europe. “From brand logos, to colour coded identifiers and vivid colour images, businesses and brands in all sectors are looking for practical and cost-effective ways to make use of colour in label production. Furthermore, besides the colour advantage, inkjet printing offers much more flexibility for on-demand and customised label printing – as well as significant waste reduction.

“In the past these advantages have come with significant trade-offs, as the price point for inkjet made it inaccessible for many, and durability was not up to the standard many industries demand. Our new range addresses these concerns head on, with an accessible price point and extremely high levels of durability and high levels of chemical abrasion resistance.”

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**About Lintec Europe**

LINTEC EUROPE B.V. is a European supplier of specialist adhesive materials and films for label, graphic, print and visual communication applications.

The company’s extensive portfolio includes a wide variety of high performance label stocks, window films, wide format and graphic media, as well as a range of speciality products, such as automobile-use adhesive products and industrial films and tapes. LINTEC also develops and manufactures a variety of speciality papers, such as casting papers.

LINTEC EUROPE (UK) LTD is a wholly owned subsidiary of LINTEC EUROPE B.V. based in High Wycombe, United Kingdom

For further information regarding LINTEC EUROPE, please visit: [www.lintec-europe.com](http://www.lintec-europe.com)

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