

Enhanced product promotion through Bicolor™ OPP film

Bicolor™
films

Application	"Palmolive" colored soap bar from Colgate-Palmolive
Format	Bar overwrap (OW)
Market segment	Health / Beauty aids
Film type	Bicolor 52MBR666 clear coated OPP film
Brand owner challenge	Excellent on the shelf display



"Palmolive" colored soap bar
from Colgate-Palmolive

Solution

- Bicolor™ 52MBR666 film provides excellent presentation with high transparency and gloss for product and brand differentiation in a market traditionally using opaque formats in paper overwraps
- good low pressure seal (LPS) performance and improved humidity seal resistance to provide packaging performance for soap bars which have a high level of residual moisture
- the oriented polypropylene (OPP) film laminate (Bicolor MBR666/MBR666 film) gives sufficient stiffness to avoid the use of an additional rigid sheet (stiffener) commonly used in soap bar applications
- the modified acrylic coatings provide a great balance of aroma protection, on the shelf appearance and packaging performance

Brand owner benefits

- excellent on the shelf display with a stiff high gloss laminate
- efficient film packaging performance in a classic paper application

Film type description

Bicolor 52MBR666 is a clear coated OPP film with two side modified sealable acrylic coatings.

Features:

- excellent flavor and aroma barrier
- enhanced appearance with humidity resistant low pressure seals
- excellent stiffness with high gloss and clarity

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Contact your Jindal Films representative for more information

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