

Enhanced shelf-appeal through Label-Lyte™ OPP film

Jindal
Films

Application	"Denenes baby care products" by Antonio Piuch
Format	Pressure sensitive label (PSL)
Market segment	Cosmetic baby care
Film type	Label-Lyte 60LH538 OPP film
Brand owner challenge	Enhanced shelf-appeal

Solution

- Label-Lyte™ 60LH538 film was chosen for its versatile printable coating, enhancing the graphics and shelf-appeal of the product
- the film's proprietary cavitated core improves yield, thus enhancing the converting process

Brand owner benefits

- enhanced graphics
- enhanced shelf-appeal
- easier converting process

Film type description

- Label-Lyte 60LH538 is a super white opaque oriented polypropylene film with high yield and excellent opacity

Film type features

- top coating with versatile printable surface
- adhesive receptive coating on the reverse side offers excellent anchorage with most adhesive formulations
- designed for use in PSL applications with outstanding appearance and graphics



"Denenes baby care products" by Antonio Piuch

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