

⋮ Enhanced product promotion

Bicor™ COS film is a clear coated OPP film with a sealable acrylic coating on one side, and a sealable high-gloss coating on the other side.

FILM TYPE

Bicor™ COS film, clear coated OPP film

FORMAT

Box overwrap (OW)

MARKET SEGMENT

Health & Beauty - Fragrance

APPLICATION

«La vie est belle» perfume from LANCÔME

BRAND OWNER CHALLENGE

On-shelf differentiation for premium products



“La vie est belle”
perfume from LANCÔME

Solution

- Bior™ COS film provides an excellent shelf presentation for perfumes and cosmetics; outstanding gloss and clarity give a premium appearance for product and brand differentiation.
- Coated films are designed to provide good low pressure seals (LPS) and optimal packaging performance for rigid box overwrap applications.
- The sealable high gloss layer (outside) helps avoid deterioration of the premium appearance when exposed to perfume or alcohol-based cleaning solutions at the store fragrance display.



Features

- Excellent aroma barrier.
- Enhanced appearance with high clarity and excellent gloss.
- Good low pressure seal, designed especially for OW applications.
- Good lap seal (in/out) capability required for OW applications.

Benefits

- Excellent shelf presentation with high gloss and excellent transparency.
- Efficient film packaging performance on overwrap machines.

Contact your Jindal Films representative for more information

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