**Enhanced product promotion**

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

**FILM TYPE**
Bicor™ 52MBR666 clear coated OPP film

**FORMAT**
Bar overwrap (OW)

**MARKET SEGMENT**
Health / Beauty aids

**APPLICATION**
«Palmolive» colored soap bar from Colgate-Palmolive

**BRAND OWNER CHALLENGE**
Excellent on the shelf display
Excellent flavor and aroma barrier.

Enhanced appearance with humidity resistant low pressure seals.

Excellent stiffness with high gloss and clarity.

Excellent on the shelf display with a stiff high gloss laminate.

Efficient film packaging performance in a classic paper application.

**Solution**

Bicor™ 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 (Bicor™ 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.

**Features**

**Benefits**

Contact your Jindal Films representative for more information

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