

## ⋮ 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



“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.

## Features

- Excellent flavor and aroma barrier.
- Enhanced appearance with humidity resistant low pressure seals.
- Excellent stiffness with high gloss and clarity.

## Benefits

- Excellent on the shelf display with a stiff high gloss laminate.
- Efficient film packaging performance in a classic paper application.

**Contact your Jindal Films representative for more information**

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**Jindal**  
Films

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