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September 2022

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**NEW SEMI-SOLID WHITE FILM FOR PRESSURE SENSITIVE LABELS**

**The innovative semi-solid film has an enhanced yield and opacity compared with solid white films.**

Innovia Films has developed a high yield, semi-solid, glossy white BOPP film, **Rayoface™ JB.** This47 micron film, designed for pressure sensitive labelling (PSL) applications, combines some of the advantages of cavitated and solid films into a semi-solid film. JB47 has a coating receptive surface to allow customers to add their own printable topcoat and has EU and FDA food compliance.

Rayoface™ JB is particularly suitable for use within a wide range of market segments such as Household and Personal Care, Food and Beverage, and other consumer packaged goods sectors.

Produced at Innovia Films Poland, on their advanced technology 5-layer BOPP line, JB is a superior performance product. Compared to a solid white film it has much better opacity and higher yield. The glossy film surface has excellent

compatibility to top-coatings and PSL adhesives and importantly also has EU and FDA food contact compliance.

Stephen Weber, Key Account Director, explains “The semi-solid nature of *JB47 means it has some of the advantages of a cavitated film whilst still behaving closer to a solid film. It has the glossy white, high opacity appearance of a cavitated film and a higher yield than a solid white film. Combined these features make JB47 an aesthetically and economically attractive film.”*

Rayoface™ JB is available now, so to find out more, contact your local Innovia Films Sales Manager or email labels@innoviafilms.com

**Ends *(Words: 241)***

**PICTURE CAPTION:**

Rayoface™ JB high yield, semi-solid glossy white film for PSL label applications.

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Innovia Films is a major producer of highly differentiated specialty Biaxially Oriented Polypropylene (BOPP) films using proprietary ‘Bubble’, Stenter Technology and Cast manufacturing processes.

The company holds a leading global position in the markets for high performance coated films, tobacco overwrap, labels and security films. Innovia employs >1400 people worldwide and has production sites in Australia, Belgium, Germany, Mexico, Poland and the UK. The company is focused on high-quality value-added products, strong customer relationship, R&D and excellent service.