Injection moulding IML: look and feel options
More options for optimal emotions

Packaging needs to catch the eye, stimulate, seduce and persuade in the blink of an eye. The consumer’s shopping behaviour is strongly influenced by the packaging and we know this better than anybody else. Our numerous look & feel options bring extra shine to your packaging.

Stimulate the senses

An eye-catching and seductive packaging has a bigger chance to end up in a shopping trolley. Colour is one of the key factors: it triggers an emotional reaction and is able to determine the mood. The shape has an additional influence on the perception of the consumer. Angular packaging and logos are associated with strong brands and radiate energy. Rounder shapes are linked to kindness, softness and harmony. Furthermore, the packaging does not only serve to attract attention but also fulfils a number of other functions, for instance in mentioning useful information.

IML boosts your packaging

In mould labelling offers numerous advantages:

- Maximum print quality
- Strong and hygienic
- Shorter production time and lower production costs
- Environmentally-friendly (100% recyclable)
- Quick design changeovers

IML offers you every possible look & feel option: an orange peel effect, glossy finishing, transparent packaging... On top of that we can add additional characteristics to the labels. The IML label can have dishwasher resistant properties or be suitable for pasteurization. Thanks to a number of innovations you can make your product stand out even more on the shelves: Metallic IML and DoubleSided are only a few examples. What is more, the IML label can be functional and contain oxygen or light barrier qualities. It is important to choose the right look & feel option for your packaging.

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IML look & feel options

Orange peel IML labels
An orange peel film is a white, opaque, foamed film consisting of 5 layers. The central, foamed layer is partially pressed during the injection moulding process, which creates the ‘orange peel’ effect.

Orange peel is the most popular look & feel option for several reasons: the film is cost-efficient and process-friendly. In addition, an orange peel film is the only IML film that allows overlapping.

Transparent IML labels
In addition to white orange peel and glossy IML labels an increasing number of markets are using transparent IML labels. This option offers the possibility of applying a transparent surface to the packaging. SuperWhite IML is used to obtain powerful colors.

SuperWhite IML offers the possibility of combining a transparent exterior with coloured areas, in which the colours retain their intensity. Verstraete IML achieves this result by printing labels with two layers of white as a base for the colours. This solution provides a stunning contrast with the label’s transparent area.

Markets such as confectionery, ice cream and pet food are particularly interested in transparent IML labels due to the no-label look (the packaging appears to have no label at all).

Glossy IML labels
A glossy IML label is based on a solid film comprised of multiple layers. The gloss is retained, even after the injection moulding process.

Early adopters of glossy IML labels include producers of packaging products for confectionery and paint. Depending on the dimensions of the plastic packaging we not only offer a range of material thicknesses but also lots of materials with different technical characteristics (such as grain direction and injection point sensitivity).
Important properties of the IML label

It is important that you select the right look & feel option for your IML solution. Naturally you need to know what technical characteristics each option offers. Below you can find more information about some of the technical properties.

BOPP or CPP?

There are two types of IML films: BOPP films and CPP films.

A BOPP film is a ‘Bi-Oriented PP film’, which means that it has a single grain direction. Your label’s grain direction determines the extent to which it will shrink in the injection molding process. You can request more information about how to determine your label’s grain direction via marketing@verstraete-iml.com or via your Customer Service contact.

A CCP film is a cast film, which means that the film does not have a grain direction. During injection the label will shrink evenly.

Overlap vs. gap

The label size determines whether, after injection, the ends of the label meet seamlessly, or there is an overlap or a gap. An overlap is created when the ends of the labels overlap. An overlap is only possible with one type of film: the orange peel film.

On the other hand a gap is created when the ends of the label do not meet.

Discover our online knowledge center at verstraete-iml.com.
### Technical characteristics

<table>
<thead>
<tr>
<th>Material</th>
<th>Thickness</th>
<th>Gap</th>
<th>Possibility of wash out</th>
<th>Overlap</th>
<th>Grain Direction</th>
<th>Possibility of distortion</th>
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</thead>
<tbody>
<tr>
<td>BOPP White Orange peel</td>
<td>50µ - 60µ - 70µ</td>
<td>✔</td>
<td>✗</td>
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<td>✔</td>
<td>✗</td>
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<tr>
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<tr>
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<td>✗</td>
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### Type of decoration

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<th>Material</th>
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<th>3-sided</th>
<th>PE*- compatible</th>
<th>Bucket &lt; SL</th>
<th>Bucket &gt; SL</th>
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* polyethylene

Questions? Mail to marketing@verstraete-iml.com.
Extra IML label features

Durability
Sometimes packaging producers want the colours of IML labels to remain bright and vivid, even when packages - such as pails for gardening products, for example - are stored outside in the sunlight. To achieve this, we have developed inks with increased light fastness. Such applications are always thoroughly tested under a variety of conditions before validating the new packaging solution.

Dishwasher resistant IML labels
Reversible products, such as lunch boxes and plastic cups, have to resist the high temperatures, humidity and detergents of the dishwasher many times. When producing dishwasher resistant IML labels, we apply special inks and a special lacquer to protect the IML label’s colours and quality. As dishwasher resistance requirements may differ from one product to the other, it is highly recommended to intensively test this feature.
Orange peel, glossy and transparent. Until recently that was all we talked about. In the past years we have developed a lot of new and exciting IML innovations in close cooperation with our customers. We are very proud to present our latest innovations.

**Metallic IML**

A Metallic IML Foil label is an IML label in which cold foil is used to give your packaging a premium metallic look. Our Metallic IML options offer new and exciting ways to grab the customer’s attention.

**DoubleSided IML**

An IML label that is printed on both sides. It is the answer to the new European legislation demanding that food packaging labels contain more information. DoubleSided IML labels give food manufacturers twice the printing space of a traditional IML label.

**Barrier IML**

Developing packaging with Barrier IML is more than simply routine. For the successful projects we have launched till now, we have collaborated closely with injection moulders, food manufacturers and external laboratories. We offer two kinds of barrier IML labels: oxygen barrier IML labels and light barrier IML labels.
**Matt IML and UltraGloss IML**

Matt IML is an IML label that gives your packaging a mat, natural look. With an UltraGloss IML label the packaging has a high-gloss finish, making the colours even more intense. Looking to create packaging that jumps off the shelf? Then combine the ultra-glossy effect of UltraGloss IML with the unique look of Matt IML. The possibilities are endless!

**MockUp IML**

MockUp IML is a digitally printed IML label that is produced at a low cost and with a short lead time. The use of MockUp IML labels allows a packaging producer to offer its customer samples of the final product. MockUp IML is printed on standard IML film and fits the standard IML process. MockUp IML labels are not food approved.

**Peelable IML**

A Peelable IML label is an IML label which can be easily removed by the consumer. We offer peelable labels that the consumer can easily peel from the packaging. Once the label is removed, the consumer is left with a neutral packaging item which he can re-use, for instance as a storage box. A Peelable IML label is an elegant solution for campaigns involving competition points and discount vouchers. This innovation can be combined with our DoubleSided IML and Spoon in the lid IML.

Request our innovation leaflets at [verstraete-iml.com](http://verstraete-iml.com).
Regional offices

We want to be close to our customers. In order to follow the latest market trends, support our customers and assist successful IML projects, we are present all over the world. We have regional offices where we connect with you in your own language, and with expertise that is specifically tailored to the local market. Our teams in Bangkok, Beirut, Boston, Maldegem (HQ Belgium), Saint Petersburg and São Paulo look forward to helping you.

Follow Verstraete IML on social media and stay informed of the latest innovations! You can find the links on verstraete-iml.com.

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