



**Polyart.**  
— the synthetic paper —

## FOR EXTENDED CONTENT LABELS

### Why Polyart?

Its properties are particularly well adapted to extended content labels

#### For the printer:

- Polyart can be printed in sheets or rolls, in traditional printing technologies like offset, flexo and is available for HP Indigo.
- Good opacity, Polyart can be printed on both sides even in low grammages.
- Easy to fold (Polyart is used for maps or pharmaceutical leaflets).
- Excellent print quality in 4C or more.
- Polyart can be die cut easily (booklet labels can have rectangular, round, or even more complex shapes and are often provided with a tab for easy opening).

#### For the end-user:

- Polyart is flexible and tear resistant, it withstands frequent handling. It folds and unfolds without ever breaking in the fold.
- The unique touch of Polyart, comparable to paper, brings a qualitative image of the product.
- Polyart is resistant to water and many chemicals and is ideal for liquid products; if the product flows along the bottle the appearance of the booklet remains unaltered.
- Very resistant to condensation and cold, it is perfect for chilled or frozen products or for outdoor use.
- Polyart contributes to the respect of the environment. Recyclable, chlorine-free, its manufacturing process does not include harmful or polluting substances. Polyart is approved for food contact and toy applications.

Polyart synthetic paper consists of a matt coated HDPE film manufactured with a proprietary process, that gives the product its specific and unique properties and is recyclable.

It is manufactured by Arjobex a company of the group Polyart.

## Polyart for extended content labels

**Tear resistant**



**Easy to print,  
fold and die cut**



**Very resistant to  
water and chemicals**



**Great print finish**



**polyart**  
SOLUTIONS POWERED BY SUBSTRATES

[www.polyart.com](http://www.polyart.com)