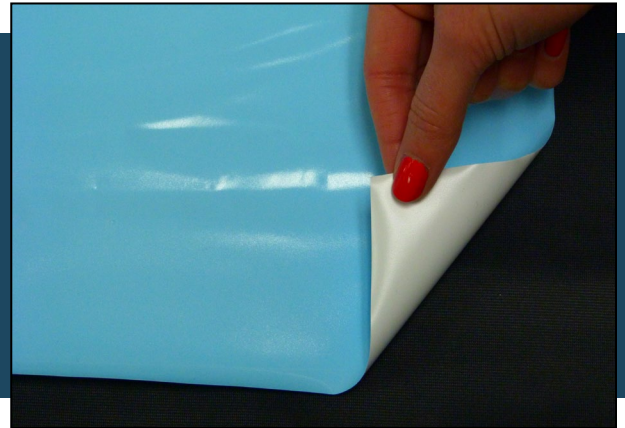




Smarter Technology. Exceptional Results.

## Coated Products Block-Out Coatings



Most every packaged product will need to have its labelling changed or adapted at some point in its life. It's crucial to ensure that any over-labeling is truly opaque. This allows for the new labels to be fully legible and ensures that overprinted data is completely obscured.

General Data has perfected this block-out solution with a number of coatings in a multitude of colors. We have found success coating all types of substrates including paper, polypropylene, cast and calendared polyvinyl chloride (PVC), copolymers and polyethylene.

Our opaque coating allows the adhesive coater to eliminate the need for pigmenting adhesives. Pigmenting adhesives can adversely affect the adhesive performance. Getting a film with an opaque color coated on the back allows the adhesive coater to use clear adhesive and avoid changing the adhesive performance. It also eliminates the need for the time-consuming, massive clean-up necessary after coating a pigmented adhesive.

### Key Characteristics

- Consistent backside color uniformity
- Provides opaque film that only requires clear adhesive; no more pigmenting
- Greater than 98% opacity (substrate dependent)
- No pigmentation of adhesive necessary
- Reduces downtime & clean up
- Many custom colors available: Black, Grey, Blue
- Low minimum quantities
- Applications include correction, translation, promotional, shipping & tracking and legal labels