



## Polyart for wine & spirits labels

**Full resistance to ice bucket immersion**

**Resists water, tearing and the passage of time**

**Looks and feels like a matt coated paper**



**Polyart.**  
— the synthetic paper —

**FOR WINE AND SPIRITS LABELS**

### Why Polyart?

Labeling is increasingly important for wine producers as they search for differentiating products.

Polyart is unique ; it brings the strength of plastic but thanks to its clay coating has the look and touch alike a matt coated paper.

Polyart gives wine and spirits labels a high-end appearance.

### His specific aspect

- Polyart has a matt white paper-like coating
- Its touch is similar to paper
- Exists in subtle opalescent shades (gold, pearl blue)
- Is available in different textures
- Can also be embossed through blind embossing for textured effect
- Can be hot foiled and spot varnished
- Superb print finish
- Its PE base makes it highly conformable to all shapes of bottles and collars
- Die-cuts extremely well and allows intricate die-cut shapes.

### His resistance

- Resistant to water
- Resists the most severe criteria of ice-bucket testing
- No wrinkles
- Keep its opacity even wet
- Withstands the passage of time
- Resists mold (for wines kept aging in cellars)

Prints great by traditional and UV offset, flexo and screen-printing

Specific HP Indigo range for small runs and customized labels

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

Polyart is recyclable.

It is manufactured in Europe and the US by Arjobex a company of the group Polyart.

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