GET YOUR LABELS TO LEAP

Three new technology-driven solutions from Max Speciality Films produce stunning results

maxspecialityfilms.com
AT MSFL, INNOVATION IS THE NAME OF THE GAME

Established in 1990, Max Speciality Films Limited (MSFL) is a specialist in BOPP films (Bi-axially Oriented Polypropylene) of differentiated quality. Known for its technology upgrades, innovation, transparency, responsiveness and customer service, MSFL has carved a distinct reputation for itself across continents.

The company’s state-of-the-art Innovation Centre has broken new ground with an exceptional line of films for labeling applications.

The features of each film benchmark industry standards in all aspects of composition and performance. The films add shelf appeal and offer a cost advantage in the labeling of bottles, jars and other packaging containers used for:

AERATED DRINKS/ WATER BOTTLES
PHARMA
AUTOMOTIVE
JUICE BOTTLES

MILK & DIARY PRODUCTS
COSMETICS & TOILETRIES
WINE BOTTLES

BENEFITS
• Outstanding Label Appearance: Transparent, white and metallized finishes
• Label toughness
• Pack conformity
• Ease of application
• Material reduction and recyclability

DSIR CERTIFIED INNOVATION CENTRE AT MANUFACTURING FACILITY
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- Pharma Cosmetics & Toiletries
- Automotive Wine Bottles
- Juice Bottles
- Milk & Dairy Products
- Aerated Drinks/Water Bottles

**Solutions for Labeling Applications**

**WRAP AROUND**

**IN-MOULD**

**PRESSURE SENSITIVE**

**Film Grade**

- PWL - 38µ
- PWL2 - 25 & 38µ - Low Density
- TWL - 15, 30, 38 & 40µ
- MPWL2 - 25 & 38µ - Low Density
- PXIML - 60 & 65µ
- PXIMLOP - 65µ
- PXIMLOP2 - 60µ - Low density

**Uncoated**

- PTT PSL - 60µ
- PXTT PSL - 60µ
- TTTO PSL - 50µ
- MTTI PSL - 50µ

**Coated**

- COC PSL1 - 60µ
- COCK PSL1 - 60µ
- COT PSL1 - 50µ
- COM PSL1 - 50µ
- COCK PSL2 - 60µ

1 To be used as a part of laminate
2 One side coated
3 Both side coated
WRAP AROUND LABELS

Specifically designed for labeling of beverage containers, the range of Wrap Around roll-fed films is wide and varied. The films enhance brand presentation and the controlled mechanical properties of each ensure hassle-free application.

**CHOOSE YOUR FINISH:** White/ Transparent/ Metalized

The films enrich graphics and visual impact as they transport lamination, surface printing and mono web applications to the next technological level.

**FEATURES**

- Appearance: Excellent film gloss (transparent films), opacity (white films) and metal sheen (metalized films)
- High yield
- High modulus
- High and stable bond
- Ideal for high speed labeling
- Outstanding surface adhesion
- Outstanding printability
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**WRAP AROUND LABELS**

**PRODUCTS/ TECHNICAL SPECIFICATIONS**

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>PRODUCTS</th>
<th>NOMINAL THICKNESS (µ)</th>
<th>UNIT WEIGHT (g/sq.m)</th>
<th>YIELD (sqm/kg)</th>
<th>DENSITY (g/cc)</th>
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<tbody>
<tr>
<td><strong>WHITE CAVITATED</strong></td>
<td>PWL</td>
<td>38</td>
<td>25.5</td>
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<td></td>
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<td>30</td>
<td>27.3</td>
<td>36.6</td>
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<td></td>
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<td>38</td>
<td>34.6</td>
<td>28.9</td>
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<td></td>
<td>40</td>
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<tr>
<td><strong>METALIZED CAVITATED</strong></td>
<td>MPWL2</td>
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<td>13.75</td>
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<td>0.74</td>
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<td></td>
<td></td>
<td>-</td>
<td>20.9</td>
<td>47.8</td>
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MAX SPECIALITY FILMS LIMITED
IN-MOULD LABELS

Suitable for injection-moulded cups, tubs and other similar containers.

In-Mould labeling (IML) employs advanced technologies that blend moulding and labeling operations. They take place simultaneously, ensuring brand presentation of the highest quality, durability and scratch/ tear resistance. The other advantage: The container and label can be recycled together.

**CHOOSE YOUR FINISH:** White

**FEATURES**

- Appearance: Excellent film opacity (white film) with Orange peel effect
- Outstanding mechanical stability
- Resistance to external mechanical, thermal and chemical effects
- Excellent flatness
- Outstanding surface adhesion
- Outstanding printability
IN-MOULD LABELS

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<tbody>
<tr>
<td>CORONA TREATED SURFACE</td>
<td>PXIML</td>
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<td>FOR PRINTING</td>
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<tr>
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<td>65</td>
<td>42.3</td>
<td>23.7</td>
<td>0.65</td>
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CHOOSE YOUR FINISH:

White
PRESSURE SENSITIVE LABELS (PSL)

Though suitable for a variety of self-adhesive applications, PSL films work best on contoured and squeezable containers.

**CHOOSE YOUR FINISH: White/ Transparent/ Metalized – Coated or Uncoated**

Coated grades promise excellent film performance, outstanding adhesion and print quality – across conventional technologies.

**FEATURES**

- Excellent film gloss (transparent films), opacity (white films) and metal sheen (metalized films)
- High stiffness - for dispensability
- Outstanding mechanical stability and heat resistance
- Coated back for excellent bonding
- Top coating for outstanding printability
PRESSURE SENSITIVE LABELS

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<td>0.74</td>
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<tr>
<td>WHITE CAVITATED UNCOATED</td>
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<td>60</td>
<td>44.4</td>
<td>22.5</td>
<td>0.74</td>
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<tr>
<td>TRANSPARENT UNCOATED</td>
<td>TTTO PSL</td>
<td>50</td>
<td>45.5</td>
<td>22</td>
<td>0.91</td>
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<tr>
<td>METALIZED UNCOATED</td>
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<tr>
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<td>COMPSL1</td>
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INTRODUCING
MAX COMPASS, THE SOLUTION FINDER

The collaborative process expedites the birth of innovations in the field of labeling, packaging and lamination.

MSFL launches its proprietary solution-finder in the spirit of partnership. The MSFL team recognizes the value of collaborations: Only through close interactions with you can technology frontiers be crossed and new solutions found.

The process entails five simple steps: An understanding of requirements, responsiveness, evaluation, validation and finally, production.

MFSL stands alone not just as a film specialist but also as your partner driven by your business interests.

SCIENTISTS AT MAX SPECIALITY FILMS ROUTINELY INVENT CUTTING EDGE SOLUTIONS

Talk to them. Lay down your performance requirements, the value additions you want and your time schedule. Leave the rest to them.
THE MAX LINEAGE

Max Speciality Films (MSFL) is part of Max Group, the two billion dollar group with interests in life and health insurance, health care and senior living as well as technology-based speciality packaging.

Established in 1990, MSFL is at the forefront of both BOPP and speciality films manufacturing technology in India and has a global footprint, in 35 countries across 3 continents.

The state-of-the-art infrastructure comprises:

- 4 BOPP lines
- 4 Metallizer lines
- 3 Coating lines & 4 Extrusion Coating lines
- Capacity: 54 KTA
- DSIR Certified R&D Lab
- NABL Accredited Lab

Expect best-in-class service from the word ‘go’

- Understanding
- Collaboration
- Responsiveness
- Reliability
- Trust
- World-class quality