

Print finishing that will make people look twice

New Kurz stamping foil changes color at different viewing angles

Fürth/Germany, 10 May 2016: The metallized stamping foil Luxor MTS Polarlight from Leonhard Kurz offers packaging designers new possibilities for gaining the attention of the viewer. Depending on the angle at which a print product finished with this design foil is viewed, the metallic color changes from a cool emerald green to a vibrant purple. When the foil is applied to multiple areas on the packaging or to a curved surface, for example on a bottle label, both colors can be visible at the same time. This enables a two-color effect to be produced from just a single stamping foil.

The striking flip between the two very different colors is an effective eye-catcher that arouses the play instinct and invites the viewer to examine the printed item more closely. On packaging on a retail shelf, it is a stopper that captures the interest of the consumer and triggers a purchase impulse.

The Polarlight design is available both for the hot stamping process and for cold foil transfer. In hot stamping applications it can be combined effectively with relief and structured stampings. The color flip is particularly effective on structured and raised surfaces. A good application for the foil in the cold foil sector is self-adhesive labels. Thanks to the high metallic luster, the color flip is very apparent on smooth plastic surfaces. The Luxor MTS Polarlight foil for hot stamping and cold foil applications will be presented at Drupa 2016 at the Kurz booth D60 in Hall 3.

Kurz will also be represented in hall 3, booth E74, at the Drupa Innovation Park in hall 7.0, booth E10, at the Touchpoint Packaging in hall 12, booth B53 and at PrintCity in hall 12, booth C51.





The Luxor MTS Polarlight stamping foil from Kurz changes color at different viewing angles.

Photo: KURZ



About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With 4,500 employees in eleven production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

Press Contact:

Lucie Mengel

LEONHARD KURZ Stiftung & Co. KG

Schwabacher Straße 482, 90763 Fürth/Germany

Phone: +49 911 71 41-96 38, Fax: +49 911 71 41-96 40

E-Mail: lucie.mengel@kurz.de

www.kurz.de