

Materials to achieve excellent label performances and dispensability, to create quality labels for a wide choice of brand designs.



## BEVERAGE

### From shelf to fridge

Labels for the beverage industry have to meet tough quality standards, as bottles for water, vodka, spirits and many other beverages may be exposed to cold temperatures and moist environmental conditions, therefore must offer high tack adhesion at all times. The face materials also need to combine a **superior aesthetic appearance with specific technical specifications**, such as outstanding printability and dispensing qualities.

### Focus on clarity

The industry trend is to obtain an **exceptionally clear look** for beverage labels (especially in the case of water, vodka and beer bottles) to convey professionalism and elegance. This can be achieved thanks to the polypropylene films which are clear as crystal; to the specialist ultra-clear adhesives which will **withstand the pasteurization process**, thus are resistant to whitening. And ultimately, to the PET liners. The combination of these three elements create the perfect “no-label” look.

### Outstanding visual impact

A first class **label design requires “eye-catching appeal”** – Ritrama offers innovative self-adhesive materials for the creation of “no-label” look effects but also decorative bright metallic constructions – to achieve excellent performance and high quality labels for a wide choice of brand designs.

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PRODUCT NAME	ADHESIVE	DESCRIPTION	WEIGHT	THICKNESS
4-RL2D-08736 RI-7094/25 PP GLOSS CLEAR TC AP2000 PET23	Acrylic permanent	Gloss clear top coated polypropylene.	23g/m <sup>2</sup>	25μ
4-RL2D-04473 RI-7493/30 PP GLOSS CLEAR AP901 PET30	Acrylic permanent	Gloss clear polypropylene.	27g/m <sup>2</sup>	30μ
4-RL2D-05236 RI-7094/50 PP GLOSS CLEAR TC AP901 PET23	Acrylic permanent	Gloss clear top coated polypropylene.	45g/m <sup>2</sup>	50μ
4-RL2D-07356 RI-7094/50 PP GLOSS CLEAR TC8* AP1000 PET23	Acrylic permanent	Gloss clear top coated polypropylene.	45g/m <sup>2</sup>	50μ
4-RL2D-07178 RI-7094/50 PP GLOSS CLEAR TC AP905 PET23	Acrylic permanent	Gloss clear top coated polypropylene.	45g/m <sup>2</sup>	50μ
4-RL2D-06054 RI-7093/50 PP GLOSS CLEAR TC AP911 PET30	Acrylic permanent	Gloss clear top coated polypropylene.	45g/m <sup>2</sup>	50μ
4-RL2D-07179 RI-7094/50 PP GLOSS WHITE TC AP901 PET23	Acrylic permanent	Gloss white top coated polypropylene.	45g/m <sup>2</sup>	50μ
4-RL2D-07058 RI-7194/50 PP GLOSS SILVER TC AP901 PET23	Acrylic permanent	Gloss silver metallized top coated polypropylene.	45g/m <sup>2</sup>	50μ

\* Fully certified labelling materials for the stringent packaging requirements in the food industry.

These materials, which feature the special top coating TC8 and a dedicated adhesive, are food approved by ISEGA and totally compliant with the European Food Regulations EC 1935/2004 & EU 10/2011, with FDA 175.105 (Food and Drugs Administration) and with the German Recommendations on Food Contact Materials issued by BfR (Bundesinstitut für Risikobewertung) - the German Federal Institute for Risk Assessment.