



KERNOW COATINGS

Kernick Road, Penryn, Cornwall, TR10 9DQ
Telephone: +44 (0)1326 373147 Fax: +44 (0)1326 376614
www.kernowcoatings.com

FOR IMMEDIATE RELEASE

CONTACT: Garry Hume
Kernow Coatings
Phone +44(0)1326 373147
Email: ghume@kernowcoatings.com Web: www.kernowcoatings.com

Metalik® with a 'K'! **Kernow Launches Innovative High-Gloss Metallic Solutions at Fespa**

KernowJet Metalik Cut&Print® and **Metalik Inkjet®**, the latest innovations from Kernow were launched at FESPA Hamburg, creating remarkable interest during the show. The team was swamped with enquiries from dealers, specialist printers, sign makers and brand designers for applications including high-end packaging, luxury boutiques and 'next winter season campaigns'.

The Kernow R&D team focussed on creating benefits and solutions, using ultra-dimensionally-stable polyester films. Shrinking lettering on a hot, south facing widow and the risk of ugly exposed adhesive edges is now consigned to history!

The Metalik range offers versatility of the products, widths up to 1524mm and different adhesives according to the use i.e. wet-application, removable, or permanent installations. When applied on glass, the double-sided metallization-effect looks amazing and is a major benefit.

All versions can be printed and the colours chosen to match the requirements of perfume houses, luxury boutiques and to brighten Christmas campaigns.

All that glitters is indeed **KernowJet Metalik Gold... Silver... and the new, on-trend, Rose-Gold.**

Garry Hume, Product Manager at Kernow commented – “We wanted to create high-performance metallic solutions for the window, sign-making and luxury packaging markets and so demanded R&D create something special – which they have done! Just request a free trial roll and experience the best of performance for yourself”.

Features and Benefits

KernowJet Metalik Cut&Print is a 74µm metallic, polyester film with double-sided, matched metallization effect. The thickness and stability of the material, combined with a removable adhesive, makes it extremely customer friendly in use.

Easy to cut with a plotter - even very small complex shapes, perfect for lettering and logos and any metallic displays. The double-sided metallic colour is a major benefit, especially where outdoor temperatures, vandalism or accessibility are an issue... simply apply from the inside!!

Printable with all standard eco-solvent, UV-curable and latex inks - HP-Latex certification is pending, it is equally well suitable for larger printed metallic surfaces e.g. POS displays. It can easily be wet-applied with easy, clean removability from most surfaces.

The 76µm **KernowJet Metalik Inkjet** is one-sided with a high-tack, waterproof, permanent adhesive. It is especially designed for laminating on boards before or after printing, depending on the printing equipment. The three films in this range also meets highest standards when it comes to packaging, doming, or POS applications. It can be used for permanent lettering and logos, where the double-sided viewing is not needed.



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All Kernow**Jet Metalik** films will be available in 1372mm and 1524mm width from warehouses in UK, Belgium and the USA. Samples and further information are available at customerservices@kernowcoatings.com. Contact Kernow for availability of this growing and dynamic range of glossy metallic films.

About Kernow Coatings

Kernow Coatings is a global leader in functional surface coating technologies. Among many of its product groups, Kernow manufactures digital print substrates for many of the world's leading brands in narrow and wide formats, as well as gel lighting solutions used across the globe, among others. As a research-based manufacturing company, Kernow delivers innovative products through the constant investment in talent and technology in three facilities located in Penryn, Cornwall, U.K.

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