



# KERNOW COATINGS LTD

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## **Kernow Coatings Certifies Five New KernowPrint Vivid Tear Resistant Synthetics for HP Indigo**

New range of vibrant colored materials includes red, yellow, orange, blue, and green materials designed for use on the HP Indigo press

Kernow Coatings, the global leader in the development of digitally printable synthetic substrates, has expanded its range of HP Indigo printable synthetic papers with five new RIT certified products. The latest additions to the HP Indigo material lineup include vivid red, yellow, orange, blue, and green. These new products are engineered for the HP Indigo utilizing Kernow's proprietary Cobalt Coating Technology to eliminate static and improve print performance.

KernowPrint Vivids for HP Indigo are the first of their kind material designed to help customers expand their application range through the creative use of new materials. The sheets are manufactured to be water-proof, tear resistant, and static controlled using Kernow's in-house developed Cobalt Coating Technology. This release of yellow, red, orange, green, and blue addresses some of the most commonly requested colors and each of the KernowPrint Vivids for HP Indigo provides users with the ability to create eye-catching prints quickly and easily. These synthetics, combined with the white ink system of the HP Indigo, opens the door to the rapid production of very bright signage, POP displays, brand merchandising opportunities, and specialty promotion pieces.

For end users and brand owners, KernowPrint Vivids offer an extremely durable way to hit target colors and help call attention to advertising and tags. By incorporating the color into the sheet itself, printers are able to hit extremely consistent, repeatable results without the risk of colors degrading over time through ink scratching, abrasion and moisture. For customers utilizing multiple print locations, the use of KernowPrint Vivids allows for brand consistency across multiple printers and machine types.

According to Dan Lawellin, HP Indigo Materials Product Manager for Kernow Coatings, "Brand owners are always seeking new ways to help draw attention to their brands. With the new KernowPrint Vivids for HP Indigo line, we are helping printers create stunning pieces that are impossible to miss. We've seen customer's use the material for store signage to call attention to products, safety callouts in factories, and merchandise for local sports teams. We've even been asked by major brands to create pantone matched sheets so their PSP's can deliver one-of-a-kind print pieces".

KernowPrint Vivids for HP Indigo are rolling out worldwide through distributors in Europe, North America, South America, and Asia. Kernow plans to expand the distribution into Australia and Africa in early 2018. For regional availability, please contact Kernow Coatings.

For more information, contact Dan Lawellin, Product Manager HP Indigo Materials, at [dlawellin@kernowna.com](mailto:dlawellin@kernowna.com)

## **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, UK.

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