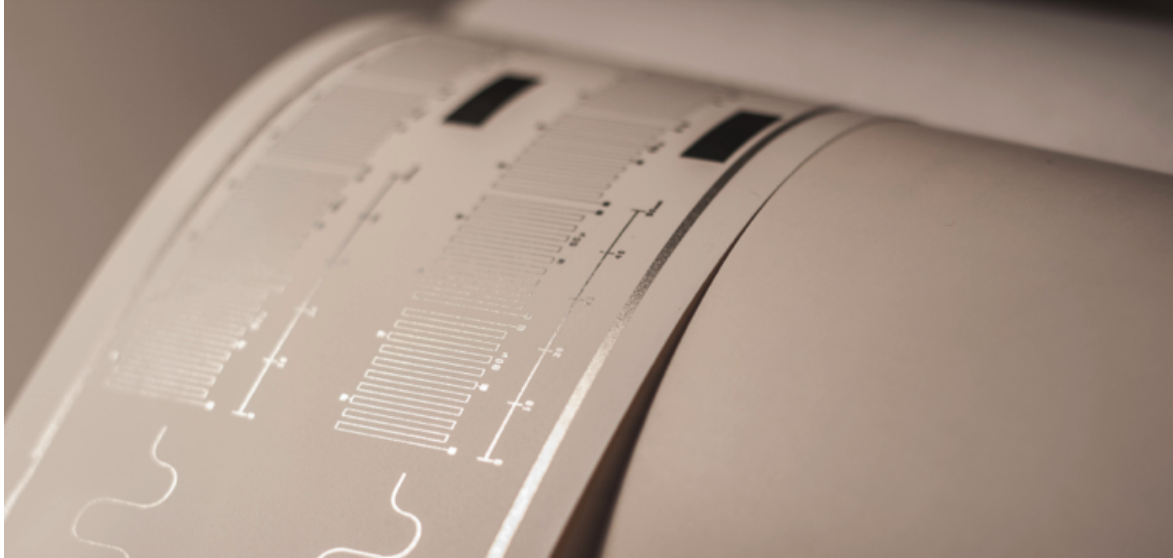


ARJOWIGGINS CREATIVE PAPERS SHOWS LUXE PACK 2014 ITS ABILITY TO INNOVATE – CREATIVELY & TECHNOLOGICALLY



POWERCOAT® ultra smooth, 100% recyclable paper for interactive printed electronics



Creative papers and 'A+S61' luxury brands tool-kit to inspire arresting luxury communications



ARJOWIGGINS
creative papers

www.arjowigginscreativepapers.com
www.powercoatpaper.com

October 2014 – Arjowiggins Creative Papers is renowned for innovative papers that inspire creativity, enabling art directors and designers to produce love-at-first-sight luxury packaging and communications with keep-me desirability. Visitors to **Booth RF11** and to the **Innovation Forum of Luxe Pack Monaco (27-29 October)** can experience how unsurpassed creativity and technological advances go hand in hand, with the leading paper manufacturer proudly presenting its **luxury brand inspiration kit, A+S61**, and **PowerCoat® cutting-edge paper for printed electronics** at the show.

TECHNOLOGICAL INNOVATION AT LUXE PACK

Want to deliver instant, on-pack connectivity to social media? Communicate in different languages without cluttering the branded graphics? Or reassure customers that your valuable product is the real thing and not a cheap copy? PowerCoat® paper-based printed electronics enable you to do this and more . . . and without damaging the environment with PET plastics in the process? Luxe Pack is a chance to see PowerCoat® paper in action.

Luxe Pack is a chance to see **live demonstrations of PowerCoat®** enhanced luxury packaging and hear about the very latest developments at a **round table on 'Intelligent Packaging'**, chaired by *Emballage Digest* Editor-in-Chief Françoise Albasini (Conference Room, Atrium Hall, 27th October, 10.30am - 12 noon).

More than meets the eye

As the Luxe Pack demos reveal, cost-effective paper-based printed circuitry can be used to reveal instructions or ingredients in an unlimited range of languages, take customers to a dedicated website or online promotion, personalise a product or facilitate instant sharing via any of the social media channels. All it takes is a quick scan with an NFC enabled mobile device. Quite literally, the designer is left with carte-blanche to use the packaging to communicate the brand, and partner cost-effective PowerCoat®XD with all the other wonderful options in the Arjowiggins Creative Papers stable.

The same 'sandwich' principle liberates swing tickets and makes the clunky RFID tag a thing of the past. While the swing tag communicates the brand, beneath its surface PowerCoat®XD will be working to deter shop-lifting, facilitate stock control and deliver a raft of useful and compelling information.

Fighting Fakery

Authenticity and luxury go hand in hand. So how do you reassure customers that they are buying what not only looks like the real thing but is the genuine article? A paper-thin layer of 'programmed' PowerCoat® embedded in the packaging is all that it takes. Not visible on the pack surface, the recyclable and biodegradable intelligent paper places in the hands of the consumer a hidden weapon to combat counterfeiting. Is it a fake? Scan it with your mobile and see.

Up front and personal

With the premium PowerCoat®HD range, circuit-printed paper doesn't have to be hidden even on the most luxurious of brand packages because this range is also a high performance substrate for conventional printing as an integral part of the brand communication. Like ordinary paper, it can be folded, cut, shaped, torn and even burned to create a desired effect or memorable interaction. And its incredibly smooth surface makes it the perfect foil for the art director and designer's imagination.

When losing your PET is a bonus

Until now, the benefits of connective technology have translated as an increase in the use of environmentally damaging PET plastics. Multi-award-winning PowerCoat® radically changes that landscape. Its smoothness allows for a significant reduction in the amount of ink used in printing, in some cases by as much as 10 times. Specifically reducing the amount of silver inks used to print circuitry is also cost effective and has positive environmental benefits right along the production chain. The unique cellulosic formulation and patented coating process of PowerCoat® enhance its green credentials even further. Like all papers from Arjowiggins Creative Papers, both PowerCoat®XD and PowerCoat®HD are FSC certified, biodegradable and 100% recyclable.

As more than **five major international innovation awards** testify, the arrival of PowerCoat® offers a win-win situation for luxury brands. It facilitates sophisticated customer engagement, frees up packaging for creative brand expression, and can reduce a brand's environmental impact. Beautiful and intelligent interactive paper-based products make for arresting packaging, stimulating interactive gifts and cards, intelligent printed communications and more. All told, it delivers a world of opportunities for the R&D, Design and Marketing departments to flex their collective creative muscle and for luxury brands to stand out from the crowd.

www.powercoatpaper.com

1: © 1996 Forest Stewardship Council A.C. The mark of responsible forestry.



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CREATIVE INNOVATION AT LUXE PACK

Creativity by sample and example

Luxe Pack is an opportunity to explore the many ways that Arjowiggins Creative Papers inspire creativity, from their latest product brochures, including the new Conqueror book and Curious Matter and Sensation Matt swatchbooks, to their customized paper options.

A+S61 Inspiration

At Luxe Pack, Arjowiggins Creative Papers showcases for the 1st time its limited edition brochure A+S61, a tool-kit designed for luxury end-users and creative directors. Arjowiggins Creative Papers developed the limited edition book as a working tool and a beautiful object, for art directors and those brands wishing to communicate in a way that is arresting and distinctive.

'A' is for About. - it tells the story of our papers and their intimate secrets.

'S61' is for 61 samples. - it presents a selection of our 61 most coveted papers.

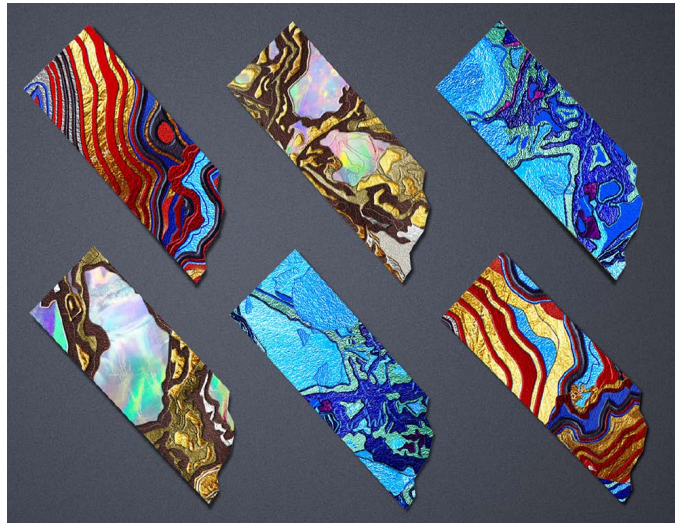
In A+S61, the design is understated so that the papers speak for themselves. The text appears like a shadow, de-bossed on the cover stock. The print technology has been kept simple, using unvarnished type to reveal the fine grain of the paper.



Take home authenticity

Visitors to this year's Luxe Pack will all have the chance to take with them a fine example of luxury packaging from Arjowiggins Creative Papers in the form of the **official exhibition bag**. They are an explosion of colour with fluo Cosmo Pink, California Blue and Citrus Yellow from the Pop'Set range, made in partnership with Rissmann GmbH, the reference for luxury shopping bag manufacture.

Visitors to the Arjowiggins Creative Papers stand will receive a **unique bookmark, designed in collaboration with Russian agency The Bakery** and inspired by Curious Matter's special touch paper.



For more information about or images of PowerCoat® please contact Jose-Anne d'Auvergne at jose-anne.dauvergne@arjowiggins.com or Gael Depres at gael.depres@arjowiggins.com

For more information about Arjowiggins Creative Papers print and packaging ranges, please contact Jérôme Noyelle at Jerome.Noyelle@arjowiggins.com



NOTES TO EDITORS

About PowerCoat®

PowerCoat® is a revolutionary resource that supports the rapidly expanding printed electronics sector. The paper has a sustainable substrate with polymer-like smoothness (as low as 10 nanometers) that offers excellent printability and ink adhesion properties without any plastic content. Its fine surface allows high-resolution fine patterning (down to 5µm) of any solution-based electronic layer. Thanks to its natural roll-to-roll capability, it is also possible to produce large area flexible products in a continuous printing process.

Using existing pressroom environments and processes, the remarkable thermal stability of the paper allows for precision control during sintering (the process which fuses conductive inks to the substrate). Its structure can withstand the high temperatures required for low-resistance silver ink without the discolouration experienced by other papers on the market, and significantly reduces the consumption of these expensive inks.

With its natural properties and incredible smoothness, PowerCoat® makes way for more efficient use of expensive chemicals and inks and is 100% recyclable, biodegradable and FSC certified, allowing not only tremendous saving on the cost of production but also a significant reduction in environmental impact.

PowerCoat® is the ideal solution for:

- Resistors, capacitors, self-inductance and other passive components
- More efficient creation of RFID antennae where less ink can be used
- Sensing technology such as walls and handheld devices
- Electrodes for batteries, circuitry for display, lighting etc
- Integration of intelligent functionality in disposable labelling, tickets and packaging

The intrinsic characteristics of PowerCoat®, including its ultra-smoothness, tearability (depending on the weight) and its amazing capabilities of quick photonic sintering, enable a wide range of applications in any sector with a potential cross-over between the real and the virtual, from advertising, communication/media, design and packaging to the medical, textile, food and pharmaceutical industries. These can range from high volume applications to very demanding applications.

PowerCoat®HD

For surface circuitry and graphics, PowerCoat®HD delivers an equally superb performance with Inkjet, Flexo, Gravure, Screen Printing and Laser Ablation processes. It is the ideal substrate for laser lithography of high-resolution patterning (as low as 5 µm) and is compatible across a full range of printing techniques. PowerCoat®HD comes in 2 standard thicknesses of 95µm and 230µm but can also be customised to suit a desired application and is available in both sheet and reel formats. The latter makes it the perfect partner for interactive advertising or large-scale, wall-mounted graphics where form and function are united in one powerful medium. Indeed, feasibly a whole room could be interactive and 'powered' by PowerCoat®. PowerCoat®HD is designed for high-definition patterning that not only lends itself to printing micro-electronics and electroplating, but makes it an arresting medium with incredible thermal stability, mechanical strength and outstanding sintering capabilities.

PowerCoat®XD

For hidden applications as well as volume printing, Arjowiggins has developed PowerCoat®XD, a mid-range cellulosic substrate designed for high throughput electronics applications, bringing interaction and functionality to a wide range of everyday products. NFC and RFID applications are completely realisable on this substrate, allowing interactivity to become an integral part of pretty much any paper product. PowerCoat®XD is available in both reel and sheet formats and in two standard paper weights: 125µm and 200µm. It can be customised upon request and is an ideal substrate for Screen Printing, Roll-to-Roll Flexo-Helio, Gravure and Offset printing techniques.

Five Times a Winner

- World Technology Award
- Innovative Excellence from the InterTech Awards of The Printing Industries of America
- Product Development Award from the IDTechEx Printed Electronics Europe/Graphene LIVE 2013 Awards
- Paper and Board Innovation of the Year from Packaging and Converting Intelligence
- Inducted into the Material Connexion® international Library, reserved for highly innovative and sustainable materials.

About Arjowiggins Creative Papers

Arjowiggins Creative Papers is a leading fine papers manufacturer. Its products are distributed in 120 countries. Products in the Arjowiggins Creative Papers portfolio continually achieve best-in-category performance for paper capability and print performance and are globally available. Each range offers a high quality finish for a wide variety of applications. All of Arjowiggins Creative Papers' brands have been FSC certified since June 2008, and the company is constantly expanding its recycled paper ranges. Arjowiggins Creative Papers has an unwavering commitment to work alongside both customers and suppliers to continue to innovate through their range of inspiring papers and in the way they do business.

Arjowiggins Creative Papers is a member of AFELIM (French Association of Printed Electronics) as well as a member of the OE-A, the leading international industry association for organic and printed electronics which brings together more than 200 companies from Europe, North America, Asia and Australia to promote the establishment of a competitive production infrastructure for organic and printed electronics. The OE-A was founded in December 2004 and is a working group within the VDMA (German Engineering Federation). Details can be found at: www.oe-a.org

