



Colgate Palmolive

Creating shelf appeal



The challenge

When Colgate introduced its new 'Total and Whitening' range of branded toothpaste – targeting the premium market sector – the issue was how to differentiate this high-quality brand from the volume market.

The approach

With a desire to reinforce the high-quality message while making the packaging visually attractive, Colgate decided to use holographic foil. The distinguishing visual effects holography brings were identified as a powerful tool in building a strong and powerful message and instant recognition of premium value.

Colgate chose API Foils due to its innovative approach to bespoke design and the quality of its product, which can withstand fast production speeds. Reliability and flexibility of supply were other deciding factors, as with highly fluctuating demand, Colgate was seeking a supply chain partner with the ability to react to very short lead times.

The result

Testimony to the success of the distinctive holographic packaging is the performance of Colgate's 'Total and Whitening' products. They have quickly become market leaders and are instantly recognisable on the shelf. Consumers appreciate the design and have clearly made the intended association with premium quality.

“Constantly improving our products – giving you better service”



API Foils Ltd

Technical information

122E: Holographic foil for the carton, label and greetings cards markets

General properties

An excellent choice for cartons, labels and greetings cards, 122E holographic foil is available in a wide range of patterns and colours. 122E offers both large area coverage and fine detail on:

- dry and uncoated paper and board
 - conventional ink-printed paper and board
 - coated paper and board and many UV varnishes
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Shade availability

122E is available in a range of gold, silver and coloured holographic patterns. For more information on our range and availability contact API Foils Customer Services.

Primary applications

122E is a high specification holographic foil that can be used on most types of foiling equipment including platen, cylinder and, in particular, rotary presses.

122E is recommended for high-speed rotary applications. Its easy release combined with a relatively low activation temperature delivers excellent versatility and high-speed capability.

122E is also suitable for medium detail to large area work.

122E is readily overprinted with most inks due to its receptive surface. Contact ink suppliers for more advice on ink-foil compatibility.

122E is manufactured using 12 micron polyester carrier film allowing lower stamping temperatures or faster machine speeds to be used than for many other holographic foils based on thicker carrier films.

Primary features

As well as its ability to operate on a range of substrates at high speeds and to differing levels of detail, 122E is:

- highly resistant to water, wines and spirits and plasticiser migration
 - has excellent light fastness with gold and silver shades, good with blues, greens and reds but is not recommended with magenta when light fastness is critical
 - as with all foil, we would suggest that ideal storage conditions for 122E would be: 5 to 20°C and out of direct sunlight and 30 – 70% relative humidity. Avoid undue pressure on the roll, condensation or exposure to water.
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Typical operating conditions (Die Face)

Platen:	90 to 140oC
Cylinder:	110 to 160oC
Rotary:	150 to 220oC

These are nominal die face temperature ranges, dependent on the type of machine and specific nature of the application.

The information contained in this data sheet is believed to be reliable, but the suitability of the products must be judged by the individual user. These specifications may be subject to change without notification or obligation. No warranty or liability for results obtained is expressed or implied.