

Press Release

Mitsubishi HiTec Paper with two innovations at Labelexpo Europe 2019

Bielefeld – August 13, 2019

With two innovations in store, Mitsubishi HiTec Paper is presenting a wide range of coated specialty papers for the label and packaging market at Labelexpo Europe 2019. The new products: jetscript METAL VPG 1018, a metallic-silver gloss inkjet paper for the water-based inkjet printing of self-adhesive labels, as well as barricote BAG WGOM, a fully recyclable barrier paper for flexible food packaging with multi-barrier against water vapour, grease and oil, oxygen and aroma as well as mineral oil migration.

As a paper product, the new **jetscript METAL VPG 1018** (110 g) is purely fibre-based with a silver metallic glossy finish and a transparent, microporous inkjet coating for excellent printing performance. The inkjet paper impresses with its high print density, fast drying, compatibility with latex inks and optimum performance in the self-adhesive production process. "This makes it particularly suitable for eye-catching and high-quality labels in the beverage, cosmetics or food sector. But also for other applications such as wrapping paper, advertising panels and displays," says Nic Holmer, Director Sales of the Bielefeld specialty paper manufacturer.

With the new **barricote BAG WGOM** (89 g), Mitsubishi launches a particularly sustainable barrier paper for flexible food packaging, which impresses with a universal multi-barrier. "Because it protects food and consumers not only from water vapour, fat / oil and oxygen / aroma, but also from mineral oil migration (MOSH / MOAH), and thus offers particularly wide barrier protection," adds Nic Holmer. In addition, BAG WGOM can be heat-sealed very effectively and is approved for direct food contact. The virgin fibre paper product is 100% free of plastic films, aluminium and fluorocarbons, fully recyclable, and FSC® or PEFC™ certified.

In addition, Mitsubishi will be showcasing a comprehensive range of coated specialty papers for the label market at Labelexpo Europe:

- > **Thermoscript thermal papers**, amongst others for linerless applications, with extra high heat resistance or with back protection
- > **Jetscript inkjet papers**, amongst others a light 70 g version, for ticket and tag applications or with an embossed surface
- > **Supercote cast-coated label papers**, amongst others for wet glue labels, composite cans and shoulder boxes

Samples and further information will be available at the Mitsubishi stand of Labelexpo Europe 2019 in Brussels (Hall 6, Stand 6A09), but also at the Fachpack 2019 in Nuremberg (Hall 7A, Stand 7A641) - or directly from the sales department at sales.mpe@mitsubishi-paper.com.

Mitsubishi HiTec Paper Europe GmbH is a German subsidiary of Mitsubishi Paper Mills Ltd., Japan, one of the world's leading manufacturers of specialty paper. The roughly 750 employees at Mitsubishi HiTec Paper Europe produce high-quality direct thermal, inkjet, carbonless, label and barrier papers at two tradition-rich locations in Bielefeld and Flensburg.

Each factory stands out for own base paper production, state-of-the-art production machinery and innovative coating technologies. Through its dense global sales network, Mitsubishi HiTec Paper Europe supplies a full range of specialty papers for many applications and printing technologies – and is a highly capable partner whenever customized coated paper solutions are required.



Silver metallic glossy inkjet paper for eye-catching labels: jetscript METAL VPG 1018 (left).
Fully recyclable paper with multi-barrier for flexible food packaging: barricote BAG WGOM (right).

Contact:

Ralf Buhl
Marketing Manager

Mitsubishi HiTec Paper Europe GmbH
Niedernholz 23 | 33699 Bielefeld | Germany

Tel. +49 (0)521 2091-582
ralf.buhl@mitsubishi-paper.com
www.mitsubishi-paper.com

Reprinting permitted free of charge, specimen copy requested.

