

## ADDITIVES

## Foaming agents for extruders

Momentum International, a German additives producer, has developed two new chemical foaming – Microcell 547 and 548 – aimed at applications in film and sheet.

“We focused on density reduction at low dosing levels, and surfaces without any defects such as streaks,” said the company’s Klaus Gerhardt. “We were able to obtain these properties with our Microcell 547 at dosing levels of 0.8-1.0% in HDPE. Microcell 547 enables the processor to extrude foam sheet and film with glossy surfaces.”

Microcell 547 uses a microporous powder to create a large number of nucleation sites. This gave cell sizes of 50-100 microns in size.

➤ [www.momentumadditive.com](http://www.momentumadditive.com)

## DECORATIVE FILM

## Portfolio of car wrapping films stretches even further

Avery Dennison Graphics Solutions has extended its range of premium car wrap films – bringing the total colour count across its Supreme Wrapping and Conform Chrome ranges to more than 100.

The designs were seen at the recent Fespa show – including four new gloss metallic colours for Supreme Wrapping film and three for the Conform Chrome range.

Both ranges come with the company’s Easy Apply RS adhesive technology for faster and higher-quality installation results.

At the same time, the company has launched three new series in its Automotive Window Film (AWF) range – which enable creative vehicle restyling, safety enhancements and the rejection of



both heat and glare.

Oliver Guenther, senior director for marketing and channel strategy for Avery Dennison, said the new window film portfolios are attractive to installers because they allow material properties to be matched precisely to user needs.

“There are 17 distinct materials in the window film portfolios,” he said. “It means that whatever aesthetics and level of light transmission a customer wants – from 6% to optically clear – one of these materi-

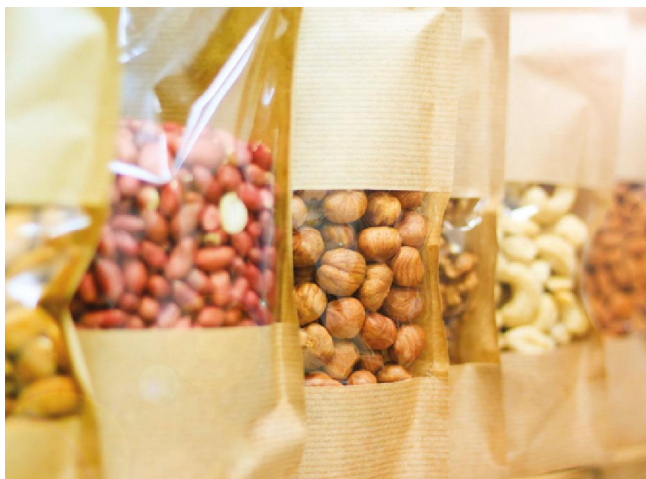
als will be a good choice.”

Window film options include high-performance, infrared and non-reflective films. AWF non-reflective films use nanotechnology to reject heat. Light transmission ranges from 5-50%, with 99% UV block and up to 94% glare reduction. They do not contain a metal layer, so create no interference with electronics. The AWF infrared film rejects heat radiation while allowing visible light and blocking 99% of UV light.

➤ [www.averydennison.com](http://www.averydennison.com)

## BARRIER FILM

## New BOPP films in development



Innovia Films is developing a range of Biaxially Oriented Polypropylene (BOPP) products with optimum barrier performance. The first to market will be high barrier metallised films, followed by AIOx clear high barrier films and co-extruded oxygen barrier films, said the company.

Stephen Langstaff, global business manager for packaging, said: “We have been working hard to develop new films that will extend the shelf life of a range of products, thereby reducing food waste. We will be developing options that allow pack simplification, by removing or replacing layers within lamination materials that restrict recycling.”

Innovia will also develop mono layer materials for different applications, which can be recycled more easily.

➤ [www.innoviafilms.com](http://www.innoviafilms.com)