

# Eastman Solus™ for transfer metallized paper

Wrapping materials with unique artistic taste and visual impact help products stand out in an age during which brands values can be intuitively communicated to consumers through packaging. And with the growing global circular economy, the market demands green packaging that complies with higher environmental standards.

Leveraging years of packaging industry expertise, Eastman Solus™ can be used with transfer (holographic) metallized paper or paperboard. The process offers a luxurious appearance, is film free and lightens package weight.

## Green and aesthetic

The transfer (holographic) metallized paper or paperboard features rich and vivid aesthetic effects and metallic luster. With no plastic film, Solus™ enables lighter packaging that can eventually be recycled — in line with the growing green trend in the packaging industry.

## Good resistance to folding and ink cracking

The solution has evolved through the optimization of Eastman Solus™ release coatings, which provide improved resistance to folding and ink cracking. Combined with a waterborne primer, they provides good printability and acceptable anti-scratch properties.

## High compatibility

This solution can be organically integrated with many other techniques to optimize the packaging performance. For example, when combined with microstructure and high-precision positioning holography, the transfer metallized technology allows holographic positioned patterns to be applied directly onto paper for high anti-counterfeiting and artistic taste. The solution can also be combined with post-print processes such as hot stamping, embossing, reverse overprint varnish (OPV) and ice flower-patterned OPV. This allows for the creation of new special effects and more freedom for brand expression.

Transfer (holographic) metallized paper or paperboard made with Eastman Solus™ has been widely applied in cigarette packaging for more than two decades in China. It makes paper packaging more sustainable and helps protect the environment.

Whatever your need, contact your Eastman technical service representative or authorized distributor for help selecting the best Solus™ product.



# EASTMAN

## Eastman Corporate Headquarters

P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other locations, +(1) 423-229-2000

[eastman.com/locations](http://eastman.com/locations)

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company ("Eastman") and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2023 Eastman. Eastman brands referenced herein are trademarks of Eastman or one of its subsidiaries or are being used under license. Non-Eastman brands referenced herein are trademarks of their respective owners.