

Press Release
Cambridge & Wigton, UK

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For Immediate Release

INTERACTIVE PRINTED ELECTRONIC LABELS LIGHT UP BEVERAGE BOTTLES

Interactive functionality integrated onto existing range of label films

Innovia Films Ltd, a leading global manufacturer of speciality films, and PragmatIC Printing Ltd, the pioneer in imprinted logic circuits, has announced the successful integration of printed electronic functionality onto Innovia Films' Biaxially Oriented Polypropylene (BOPP) label substrates.

The first prototypes are interactive bottle labels that activate a sequence of flashing lights when the bottle is held. This is only one example, from numerous possibilities, of how active packaging can be used to attract, inform or interact with the consumer.

Innovia Films exhibited the prototype electronic labels on their stand at the Packaging Innovations show held at the Business Design Centre in London recently.



Interactive electronics labels from Innovia Films and PragmatIC Printing

Scott White, Chief Executive Officer of PragmatIC Printing commented: "Our collaboration with Innovia Films has demonstrated that our unique imprinted electronics can be integrated successfully onto label and packaging films. We now aim to progress these concepts together towards volume production and commercial deployment."

Steve Langstaff, OPP Product Manager at Innovia Films enthused: "This is a highly significant step for BOPP. Innovia Films is well known within the packaging and labels arena as a proactive developer of specialist surfaces on BOPP films. This exciting development is only a small part of a larger project getting printable electronics into volume packaging markets."

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About Innovia Films Ltd:

Innovia Films Ltd is a major producer of Biaxially Oriented Polypropylene (BOPP) and cellulose (Cellophane™) films with production sites in the UK, USA, Belgium and Australia. It holds a leading global position in the markets for labels and security films, coated packaging, overwrap and biodegradable and compostable films. The latter, under the brand name NatureFlex™, made Innovia the first film company globally to carry a product range that offsets the residual carbon-balance.

Worldwide Innovia Films employs some 1,350 people, with a focus on high quality speciality products, strong customer relationships, R&D, and unsurpassed service.

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About PragmatIC Printing Ltd:

PragmatIC Printing enables printed logic circuits that introduce intelligence and interactivity into a wide range of products and applications, in form factors that are not possible using silicon chips. In 2010, PragmatIC acquired the printed electronics business of Nano ePrint Ltd, including its patented technology for planar nano-electronic devices that can uniquely be fabricated in a single layer of semiconductor via single-step imprint patterning. PragmatIC has extended this proven imprinting process to allow a full range of device and circuit architectures to be printed in transparent, flexible semiconductors at micron and sub-micron scale.

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