

Radiance® - Product Launch

February 2016

RADIANCE® embodies a brilliant combination of vibrantly saturated hues with a jewel toned color-shifting finish that radiates from within. Offered in bold colors, contemporary textures, and two chic finishes, *Plush™* (soft-touch) and *Polish* (high-gloss), RADIANCE® presents a background of style that shimmers with flair. Our dazzling new “radiant” coating formulation, befitting the name RADIANCE®, is sure to add a modern edge to your brand and enhance designs across luxury packaging industries, and can be used for books, diaries, journals, and photo mounts as well. RADIANCE® wraps seamlessly, proving itself to be the perfect cover material for designers who relish the finer details and brands in search of a fashion-forward way to dress up their products. We know it’s the inside that counts, but with the right cover, your project will shine with enticement from the inside out.

Finish options:

Plush™ – This lusciously silken coating produces a satin matte finish that brings out the softer, warmer side of Radiance®, with its deepened rich colors and surface softness, for a difference you can see and feel.

Polish – This high-gloss top coat shines at consumers’ finger tips and glistens with salon-fresh perfection

Colors: Elegance, Envy, Peace, Harmony, Courage, Charm, Desire, Virtue, Honor

Textures / Embossings: Oxford, Rib Vert, Spunglass, Triton, *Ceylon**, *Honeycomb**, and *Croco*

* New embossings!

Product Details:

- **Composition:** 175-185 gsm, latex-saturated, FSC-certified paper substrate
- **Finishing:** Latex-based color coating with a protective water-based acrylic top coat
- **Sustainability:**
 - All colors FSC certified (RA-COC-003258)
 - EU REACH, TSCA, RoHS, CPSIA, ISQ 8124 PART 3, ASTM F963, Prop. 65, EN 71
- **Design:** Screen printing and foil stamping ability. Alternative printing and design options achievable upon testing. Affixable with animal, hot melt, and synthetic glues.

FLEXPAK® RADIANCE® for folding cartons:

Our stunning Radiance® line is easily transferred across packaging, book, and folding carton production. By uniting our new Radiance® colors, coatings, and textures with our own Flexpak® base, we’ve simplified the process for our commercial packaging clients and opened the door to new design possibilities for packaging spirits, cosmetics, health and beauty, perfume, chocolate, and more.

About Ecological Fibers, Inc.

Ecological Fibers, Inc. is a world leader in manufacturing premier environmentally sound cover and bindery materials for the book, packaging, security, and print industries. Through innovative processes, sustainable technologies, and water-based coatings, our paper and covering solutions create vibrant solvent-free materials that come alive through color and texture.

