

EnviroMetal™ Ink Embellishment

An MCC Innovation
Shines from every angle.

Quality reflective metallic pigment with customizable sheen, patterns & tactile 3D effects



Research has shown that CPG packaging donning metallic foil rates more than 80% higher than non-foil packaging in terms of perceived quality, appeal, value, and brand awareness.* MCC's EnviroMetal mirror the metallic look of foil while creating a more sustainable overall solution.

Introducing EnviroMetal embellishment, with customizable sheen, patterns, and tactile 3D effects that enable your product to shine from every angle.

EnviroMetal inks can:

- Create unique effects
- Offer a range of customized colors in metallic
- Unlock creativity beyond current ink and substrate limitations
- Create differentiated labels that are tough to duplicate
- Partner with a print technology & design leader that can help bring your inimitable vision to life

Why choose EnviroMetal over other options?

The Aesthetic Angle

- **Customizable** effects, including metallic & tactile 3D
- **Brilliant reflectance** to rival foils
- **Full palette of colors**

The Quality Angle

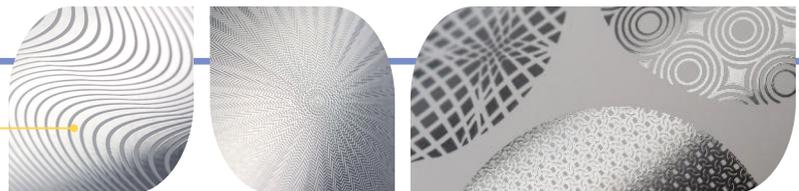
- Flexible applications: **pressure sensitive, roll fed, cut & stack**
- Uniquely formulated for **label durability**
- **Efficient coverage** with concentrated chemistry

The Sustainability Angle

- Printed EnviroMetal inks do not impact sortation
- Potential to **reduce waste** over metallic substrates, foils and other metallic inks

ADDITIONAL BENEFITS

- Capture the **premium** look to foil without the waste
- Unlock creative freedom with **versatile** styles and applications
- Improve **sustainability** impact compared to most alternatives



For more information on our EnviroMetal Ink Embellishment™, please visit mcclabel.com

*Perception Research Services.
Foil Stamping Strengthens Brand Identity.