

MIRRI ECO





Mirri Eco

Product overview

Significant investment by Celloglas has resulted in our development of an exceptionally bright plastic-free metallic finish called Mirri Eco. A fully recyclable product, Mirri Eco has been developed to enable brands and retailers to limit their environmental impact without compromising on quality or aesthetics.

Mirri Eco is a non-filmic transfer metallised product that does not contain any plastic and only incorporates a fine metallic layer. The polyester film carrier is removed at our manufacturing stage and is then easily recycled in bulk under Celloglas and Celloglas Mirri's certified zero to landfill.

Typical markets and applications

- Drinks - wines, beers & spirits.
- Tobacco.
- Food & confectionery.
- Personal care.
- Cosmetics & perfumes.

Typical product applications

- Folding cartons.
- Rigid boxes.
- Tube / box wrap.

Finish

Mirri Eco is available in plain bright silver metallic or holographic finishes. We also offer Mirri Eco in a comprehensive range of substrates, material weights and sizes. (Please contact the Mirri team for more information). As a result of our unique manufacturing process Mirri Eco creating a market-leading level of gloss finish. Mirri Eco offers the smoothest and brightest gloss level on the market with an optical density of 2.2+ / -0.4

Recyclability

Technical information from the Paper industry indicates the inclusion of products such as Mirri Eco has no impact on the recyclability of normal papers and boards.

Certified by Cellabor as mono materials recyclable through standard waste streams.

Certified zero to landfill.

Manufacturing process ensures the film can be re-uses and/or repurposed.



Printability

Compatible with Gravure, Offset UV & conventional, Flexo UV & conventional and silk screen. Trials are always recommended.

Base material

Customer specified or Mirri sourced. Speak to the Mirri team for more information.

Storage & Warranty

Mirri Eco must be stored in dry conditions (RH 50%) and remain packaged and protected by a plastic moisture barrier wrap. Warranty Provided handling guidelines are adhered to, the material is guaranteed for a period of six months from the date of manufacture.

Tool wear

Improved knife longevity and reduced related changeovers.