



THERMOCROMIC EFFECT

Multisensorial experience

It appears, disappears, appears again ... tactile-visual swinging, simply amazing!

Marketing of last generation involves our irrational side acting on the five senses. Communication has the task to expand its language beyond the conventional system: this can be accomplished through instruments capable to inspire the five senses and make the printed product interactive.

Kiian has developed two inks ready to use – solvent based and UV – to realize Reversible Thermo-Chromic effects. **UV TECH THERMOCROMIC & VINILFLAT THERMOCROMIC** are sensitive to human body temperature, therefore they can be used to perform a wide range of *interactive marketing materials*.

Both versions are available in the following colors:

- BLACK
- GREEN
- MAGENTA
- VIOLET

VINILFLAT THERMOCROMIC APPLICATION FIELDS	VINILFLAT THERMOCROMIC & SUBSTRATES
<ul style="list-style-type: none"> ■ Screen printing combined with off-set printing for reversible thermo-chromic effects in different colors. ■ Best application fields: <ul style="list-style-type: none"> ▪ Store card. ▪ Luxury Gadgets & Packaging. ▪ Advertisements and printing campaigns. ▪ Shoppers. 	<ul style="list-style-type: none"> ■ Paper and Paperboard ■ PVC [polyvinyl chloride] ■ PS [polystyrene] ■ ABS [acrylonitrile-butadiene-styrene]
VINILFLAT THERMOCROMIC CHARACTERISTICS	VINILFLAT THERMOCROMIC OUTSTANDING FEATURES
<ul style="list-style-type: none"> ■ Fast drying. ■ Excellent printability. ■ High transparency. ■ Immediate reaction to the activating bleeding temperature. ■ Glossy finish. 	<ul style="list-style-type: none"> ■ The reversibility of the effect allows the use with marketing materials.





UV-TECH THERMOCROMIC APPLICATION FIELDS	UV-TECH THERMOCROMIC & SUBSTRATES
<ul style="list-style-type: none"> ■ Screen printing combined with off-set printing for reversible thermo-chromic effects in different colors. ■ Best application fields: <ul style="list-style-type: none"> ▪ Store card. ▪ Luxury Gadgets & Packaging. ▪ Advertisements and printing campaigns. ▪ Shoppers. 	<ul style="list-style-type: none"> ■ Paper and Paperboard ■ PVC [polyvinyl chloride] ■ PET [polyethylene] ■ PS [polystyrene] ■ ABS [acrylonitrile-butadiene-styrene]
UV-TECH THERMOCROMIC CHARACTERISTICS	UV-TECH THERMOCROMIC OUTSTANDING FEATURES
<ul style="list-style-type: none"> ■ Excellent printability. ■ Good chemical resistance. ■ No Edge-Curling ■ Particularly suitable for high stacking: no-blocking. ■ Immediate reaction to the activating bleeding temperature. 	<ul style="list-style-type: none"> ■ The reversibility of the effect allows the use with marketing materials.

Please feel free to contact our Technical Assistance Team to get more information on **UV TECH THERMOCROMIC & VINILFLAT THERMOCROMIC** and their applications.

