

chameleon®

Thermochromic Inks and Coatings

chameleon®

Specialist Colour Change
Inks Technology



Applications include:

- ◆ Cold Reactive Labels, Cans & Glassware
Heat Reactive Product Labels & Ceramics
- ◆ Interactive Packaging
- ◆ Shrink Sleeve Labels
- ◆ Direct Mail
- ◆ Point of Sale & Exhibitions
- ◆ Promotional Game Cards
- ◆ Collectable Cards/Stickers
- ◆ Magazines, Brochures & Posters
- ◆ CD/DVD Covers
- ◆ Interactive Clothing & Textiles
- ◆ Overt / Covert Security & Anti-Counterfeit Labels, Receipts and Printing

LCR Hallcrest's Chameleon® Thermochromic Inks & Coatings create exciting original effects that successfully enhance products and printed materials by changing colour gradually in response to fluctuations in temperature. These changes can be either reversible or irreversible depending upon the application and use.

Reversible Inks - Heat activated - Change from a coloured state at room temperature to a translucent colourless state when heated and can reveal messages or pictures beneath often used for Touch & Reveal or Rub & Reveal interactions. They revert back to their coloured state on cooling. A Colour to Colour change is also available.

Reversible Inks - Cold Activated - Are colourless at room temperature and become coloured or reveal a message when chilled becoming colourless again when warmed.

Reversible Inks - Heat activated examples

| | Ink Colour when Cold | | Ink Colour when Warmed |
|-------|----------------------|---|------------------------|
| Black | | ↔ | |
| Red | | ↔ | |
| Blue | | ↔ | |

Colours are based on screen printing using a 77T mesh

Our inks are formulated to respond to Cold, Hand Touch and Hot temperatures. Please see www.thermochromicinks.com for further colour options.

These inks are available in many colours such as Black, Red, Blue, Green, Orange and Magenta and in varying temperatures between -10 and 65°C. We hold some inks in stock however most products are developed to our customers' needs.

Uses of these products generally fall into three areas: COLD, BODY and HOT and are used to enhance labels, give warnings, advice of correct consumption temperature, show proof of authenticity or simply act as an interactive game mechanism on cards and coasters.

Irreversible Inks change colour permanently when activated by increases in temperature from a colourless to a coloured state and the reaction is irreversible. These inks are often used to show permanent proof. We can produce screen or flexo systems.

We are able to custom make inks to suit the project in question and are able to offer a wealth of experience about how these materials work, the type of environment they can be used in and the best way to achieve the most impact. We are solution providers and experts in our field.