

New Cyngient adhesive expands shrink sleeve cold foil color gamut

HYPERcolor utilizes just silver foil and one print station to create a vast amount of effects – at a low cost.



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Cyngient, the full-service, technology-driven provider of inks, coatings and adhesives for label and packaging converters, has launched HYPERcolor, an adhesive technology that expands the number of shrink sleeve cold foil color options for brand owners. HYPERcolor, a pigmented cold foil adhesive, is a low cost alternative to hot stamping, and a new method for brand enhancement.

This latest innovation from Cyngient, HYPERcolor also provides shrink sleeve converters with an eco-friendly solution that is Nestlé-compliant and adheres to California Proposition 65, all while providing a lower migration option to standard adhesives.

“HYPERcolor offers true innovation,” comments Andrew Wasserman, managing partner at Cyngient. “It creates an expanded gamut of cold foil colors – utilizing just silver foil – which brings down the total of overall costs when compared to pigmented foils. This is truly a remarkable addition to the Cyngient portfolio of high performance products.

“Brand enhancement is our culture,” Wasserman continues. “We aim to elevate the creativity that designers are looking for. Shrink sleeve converters no longer have limitations of colored cold foils. With HYPERcolor, you can offer a vast amount of cold foil color options – and you can do so with just one print station.”

Cyngient’s approach to partnering with small- and medium-sized label and shrink sleeve converters

addresses brand owner needs for enhanced product decoration. Wasserman explains, “With HYPERcolor they can optimize the shelf appeal of their packaging, resulting in more sales and profits. When we look at the cost of inks, coatings and adhesives, they make up a small amount of total costs – around 2-3% on average for the total cost of producing a label. Yet purchasing agents continue to drive costs down, which can impact creativity. The brand owners suffer in the end – with fewer options, and without innovation. At Cyngient, we change that. We’re thinking outside the box when it comes to true product development, and HYPERcolor is our latest example of that. We’re excited to partner with label manufacturers that want to offer their customers best-in-class brand enhancement technology while improving their bottom line.”

HYPERcolor and other Cyngient products are available for next-day service in budget-friendly batch sizes out of the company’s recently expanded Fairfield, NJ headquarters. HYPERcolor samples and trials are available from Cyngient at no charge.