

# In-Mold Labeling Solutions

## IML Naturals



In today's competitive marketplace, gaining the right look and keeping the costs of parts low is critical for the production of all consumer products. IML Naturals combines Taylor Communications' in-mold label expertise with a durable, natural finish surface ideal for metallic and natural wood applications. This enhancement to our patented in-mold label solution offers manufacturers the ability to combine low cost molding resins with high quality, natural finish appearances. The result is a quality, natural finish part that has the appearance of being authentic wood or steel at a fraction of the cost.

## A Natural Look with Design Flexibility

IML Naturals is available on all Taylor Communications' in-mold label films including Grafilm® and Grafilm® Ultra in-mold label products, valued by manufacturers today for production flexibility and high durability.

Finishes available currently include:

- Cherry Wood
- Burl Wood
- Stainless
- Brushed Nickel
- Carbon Fiber
- Marble
- Bamboo

## Case In Point

### The Challenge

A large international Outdoor Power Equipment Manufacturer was seeing excessive scrap and high molding cycle times with their current decorative IML. They produce 300,000 parts with a 3% scrap rate.

### Our Solution

Taylor Communications now provides our Grafilm® In-Mold labels with the highest quality decorative finish.

### The Results

Using the Taylor Communications Decorative Grafilm® label, this manufacturer experienced:

- A savings of 12 seconds to cycle time.
- A decrease in scrap from 3% to 1%.
- An annual savings of \$250,000 a year!

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### Advantage

The IML Naturals is a revolutionary approach for manufacturers and molders to gain the appearance of popular natural finishes. Until now, manufacturers have had to use real metals and woods, or expensive laminates to achieve a quality look. With Naturals, manufacturers gain the sought-after custom appearance with the option of using low cost molding resins to achieve substantial cost savings. Manufacturers can grow sales by providing the high quality look of stainless steel or chrome to lower price point products.

- **Unsurpassed Durability**

Unlike competitive products, IML Naturals leverages Grafilm® which is a micro-porous, in-mold labeling product. It bonds mechanically with any resin and adapts to the part's expansion/contraction rates. This creates unsurpassed durability, longevity, and chemical resistance, making the label impossible to remove or damage without damaging the product itself.

- **Manufacturing Flexibility & Cost Efficiency**

Because IML Naturals is micro-porous, it works with all resins. This eliminates the need for engineering development time to match the film to the resin in use. It also allows the use of lower cost or recycled resins.

IML Naturals has a high coefficient of friction to steel and aluminum. This means the Grafilm label will not move in the mold and will reduce scrap rates associated with label placement.

IML Naturals adapts to existing molds and tooling, requiring no costly mold modification.

- **Sustainable**

Grafilm is completely recyclable. It contains no adhesives. Grafilm does not require a liner so it produces less waste than pressure sensitive labels.