



FOR IMMEDIATE RELEASE

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Product Bulletin: New Hallcrest Liquid Crystal Ink used in High Speed Label Production Creates a Multicolored Image When Lightly Rubbed

Glenview, IL, CCL Label (www.ccllabel.com); a leading supplier of innovative premium package and promotional label solutions for the world's largest consumer and healthcare corporations; is using Hallcrest Liquid Crystal Ink to create Magic Vision "Rub and Reveal" labels. These labels encourage interaction with a product label/brand.

Hallcrest Thermochromic Inks are "Touch Sensitive", revealing your multi colored message when rubbed by the consumer. The image is printed with a high speed rotary screen printer, resulting in a vibrant multi-colored image when touched. The emerging image covers the color spectrum, appearing fast and giving your message "POP."



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LCR/Hallcrest the International leader in Color Changing Temperature Indicating Technology and Graphics specializes in the micro-encapsulation of liquid crystal compounds and the development/manufacturing of products, inks, dyes and paints that change color.