



FOR IMMEDIATE RELEASE

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Product Bulletin: Hallcrest ThermoChromic Inks Used to Win an Award for Novelty Printing

Glenview, Illinois, Hallcrest is pleased to announce that Hallcrest inks were used by Inland Label & Marketing Services, LLC (www.inlandlabel.com) in winning the *Packaging and Label Gravure Association 2008 Print Quality Award - Special Effects, Novelty Category*. Hallcrest inks were printed on a metalized, wet strength paper to create the novelty effect of the mountains on the label turning from white to blue when chilled.



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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.