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FOR IMMEDIATE RELEASE:

LCR Hallcrest Thermochromic Ink used to win an award for Injection In Mold Cup

Glenview IL – December 21, 2009 - LCR Hallcrest Thermochromic Ink receives Honorable Mention from the 2009 IMDA Awards Competition

The 2009 Awards Competition recognizes the industry's best in-mold labeled packaging and in-mold decorated durable products. The winning entries were chosen for their creativity in design, engineering and innovation.

The winners of the 2009 IMDA Awards Competition are the best of 47 entries from 17 companies worldwide.

CityScape Thermo Cup
Submitted by: Inland Label (www.inlandlabel.com)
Molder: Technimark (www.technimark.com)
Brand Owner: LCR Hallcrest

Inland Label, in collaboration with Technimark and LCR Hallcrest, developed a process in which thermochromic (temperature-activated color changing) inks are successfully used for Injection In-Mold products. Utilizing Inland's proprietary label construction process, this label is able to withstand the rigors of the molding process, maintains its high durability (200+ dishwasher cycles), and retain the integrity of the thermochromic inks. In addition, the label construction allows highly reflective metallic inks to be used to enhance the graphic appeal.



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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.
www.hallcrest.com