

# Cosmo Films: Synthetic Paper Changing the Industry with Unmatched Properties



Synthetic Paper has taken the labeling, printing & publishing industries ablaze by overcoming the biggest drawbacks of regular paper. It is resistant to tear, water & oil, becoming a perfect substitute for conventional wood pulp paper in durable applications. It also tackles the global concern of deforestation, produced using synthetic substrates instead of wood. Additionally, its impeccable print quality provides an aesthetic appeal to the product that is a necessity in the modern-day advertising scenario where the importance of branding & product stand equal. It has helped multiple companies with its wide applications. Let's see how.

## Synthetic Paper for Books & Covers

Books, especially kids or coffee table books, are often exposed to rough handling and thus suffer wear & tear in a short span of time. Also, such books consist of pictorial representations, art photography & more, to which the regular paper fails to do justice. The recent use of Synthetic Paper by the Roli Books publication for a coffee table book, *Dialects of Silence*, is the perfect example of this application. Some magazines, too, prefer to make their cover durable and unique (See how [L&L used Cosmo Synthetic Paper for hot foil stamping](#)). Synthetic Paper has helped huge publishing houses with its:

- Excellent durability that makes it resistant to tear, moisture & oil.
- Amazing print quality that brings the art/photography/images to life.
- Supports multiple print technologies, hot-foil embossing, punching, cutting, folding & perforation for unique requirements.

### **Synthetic Paper for Menu Cards**

Restaurants excessively use paper for table mats, menu cards & coasters. The regular paper needs to be trashed and replaced with a new set on every use since it is highly exposed to moisture & oily substances. With Synthetic Paper:

- Simply wipe off oil stains or water spills from the paper without any damage.
- You can reuse the menu cards, coasters & table mat multiple times.
- Take a sustainable step by reducing the dependency on wood-pulp paper.

### **Synthetic Paper for Certificate & Mark sheets**

Mark sheets, ID cards & Certificates in different schools are generally printed on conventional paper. Thus, traditionally, students use lamination to increase their shelf life. Also, such documents need the use of security features that can protect their integrity & prevent fraud. Synthetic Paper is used by multiple universities and schools in achieving:

- Longevity & durability by using synthetic substrates that do not get damaged easily.
- Integrity by allowing the use of watermarks, void pantograph, micro printing, blind embossing, invisible printing, serial numbers, QR code, prismatic printing, and hot foil stamping.
- Clear print and eliminate ink smudge.

### **Synthetic Paper for Labels & Tags**

Often products reach the end consumers with a torn, damaged, smudged label, which is a big drawback for brands in the modern-day when consumers have become excessively concerned about making informed buying decisions. More & more consumers have been checking labels before making the purchase and damaged labels get your product off their bucket. Here's how Synthetic Paper helps:

- It withstands tough conditions during product transportation or stocking.
- It retains ink & reduces the chances of ink smudge, avoiding miscommunication of information to customers.
- Supports multiple print technologies and converting requirements like cutting, die-punching, folding & so on.

### **Conclusion**

Synthetic Paper has helped various companies across the globe by replacing conventional wood-based paper and achieving their sustainability goals. Cosmo Films is one the largest producers of Cosmo Synthetic Paper that supplies its product for use by Govt. departments, schools, restaurants, publishing houses, advertising agencies, printers, restaurants & more.