



Synthetic Paper Makes Waves in Printing, Packaging, and More

Paper is one of the most versatile materials in the world. Besides the widely used pulp-based paper, there's a recent rise of Synthetic Paper.

There are many questions as people aren't fully aware of what it is, the benefits and where it is used. So let's start with the basic question-

What is Synthetic Paper?

Synthetic Paper is a paper-like material made of biaxially oriented polypropylene or high-density polyethylene that can be modified with calcium carbonate coating or clay filler, depending on the requirement. It makes sheets of material that's more durable than its counterpart and recyclable too.

These are two driving factors behind its rise in popularity. It is supported because people and companies alike term recyclable material as a burning need for today's world. Variants of synthetic paper also boast features like improved resistance to water, grease, chemical, etc.

These properties coupled with improved durability, synthetic paper has a host of practical applications spanning various industries.

Commercial Printing

Synthetic paper can be made into a custom roll or different sheet sizes to fit with flexo or wide-format printing. Most of them can run on major printers directly or with a few modifications.

Here are a couple of its uses in commercial printing:

- Menu cards for restaurants made from synthetic paper are safe from wear and tear and the occasional water spills.
- Books, especially children's books made from synthetic paper, handle the rough use of a child. The tear-free pages give it a long life as compared to others.

Packaging

Consumers spend little time looking at the products. A product's packaging must entice the shopper in the short deciding span of 3 to 5 seconds.

Here are a couple of key advantages a product packed with synthetic paper gets:

- The excellent print quality ensures that the product displays clear, crisp information that catches the eye of the reader.
- Resistance to cuts and tears guarantees that the product looks appealing.

Outdoor Applications

The outdoor conditions can switch from a casual sunny day to heavy rain. Synthetic paper is weather-proof to an extent which makes printing on it ideal for outdoor use.

Here are a couple of its outdoor uses:

- Billboards made from synthetic paper have UV resistance from sunlight which doesn't let advertisements fade. It also comes in various gauge thicknesses to incorporate back-lit advertisements.
- Plant tags made from synthetic paper handle all weather conditions well while retaining the print that lists their measurements and description.

Besides this, it is also used for printing/making tags, labels, identification, certificates, etc. As you can see, its wide scope of uses and the obvious benefits it offers is behind its rise in popularity.

One of the best in this category is Cosmo Synthetic Paper by [Cosmo Films](#). It is a BOPP-based, eco-friendly synthetic paper that is highly durable & non-tearable. It supports multiple print technologies (offset, flexographic, thermal transfer, etc.) & flaunts excellent print quality. Want to know more? [Contact](#) the team of experts at Cosmo Films or request a free sample.

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