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Hazen Paper Pioneers Two-Sided Sub-Micron Custom Holography

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Press release from the issuing company



Holyoke, Mass. – Hazen Paper Company has created an innovative, two-sided promotion to demonstrate cutting-edge holographic technologies. Hazen's team designed the artwork on both sides to showcase specific visual effects with nano holography that delivers an even more dramatic three-dimensional effect than lenticular printing. The front features a fire-breathing dragon with minutely detailed glittering scales. The effect of a blast of moving flames was achieved with registered, custom color-motion and multi-channel holography. On the back, a shimmering random repeat custom hologram, "random burst," creates a moving, three-dimensional flash backdrop for a flock of butterflies.

Originated entirely within Hazen's state-of-the-art holographic lab and manufactured in Hazen's Holyoke facility, it was realized on Hazen Envirofoil, an environmentally friendly product. Sub-micron transfer-metallized Envirofoil uses less than 1% of the aluminum of traditional foil laminate and a recycled film carrier, and is repulpable as paper after de-inking. It was offset-printed using UV-cure inks by AM Lithography of Chicopee, MA. Vertically integrated, Hazen can take production from design to holographic paper in less than two weeks.

Perhaps the most unusual aspect of the promotion is that it is two-sided custom holography, transfer-metallized on both sides. "It hasn't been done before," said Hazen President John Hazen. "The ability to transfer-metallize a lightweight stock on two sides with custom holography opens up the potential for use in many applications where consumer impact is key. It's very exciting."

Founded in 1925, Hazen Paper Company is an innovative paper converter specializing in holographic origination, film coating, foil and paper lamination, metallizing, gravure printing, specialty coating and rotary embossing. A family-run company with multiple manufacturing facilities in Holyoke, MA, Hazen is committed to sustainability, using renewable energy sources to produce specialty materials for worldwide use in box making, label making, scratch-off lottery and other security-related tickets, tags, and cards, and fine art applications. Since 2006, Hazen has produced holographic design, large-format origination and production utilizing a number of leading-edge technologies including Hazen-Lens. Hazen has certification to supply converted paper and paperboards that are FSC, SFI and PEFC certified. For more information, or to request a sample, visit www.hazen.com or call 413-538-8204.



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