

LCR Hallcrest

FOR IMMEDIATE RELEASE

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Product Bulletin: Chromazone® Color to Color Change Ink for Label Production

Chicago based manufacturer of temperature sensitive inks and promotional products that change color, LCR Hallcrest has been working closely with label printers in the development and production of temperature sensitive bottle labels that are compatible with the needs of high speed label production.

Chromazone® is a reversible temperature sensitive ink or pigment that is used to produce a finished ink that changes color within the range of "Touch Sensitive Temperature." Labels utilizing Chromazone® are interactive and transform graphic copy/images into dynamic communication tools that respond to changes in temperature producing a persuasive, exciting graphic instrument that allows the brand to interact with the consumer.

Rocco Sapienza, President of Hallcrest comments, "We are delighted to be working within the labeling industry and are excited about the recent introduction of the new Coors Light label that utilizes Chromazone® to produce a high impact, visually stunning, graphic label that changes color with temperature, reinforcing the brands message."

Labels become interactive communication tools via Chromazone®.

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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.