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## NEW PRODUCT BULLETIN: First Four Color Process Photochromic Ink with 17 Standard Colors

**Glenview IL – June 1, 2009** - LCR Hallcrest is pleased to release for sale the world's first four-color photochromic ink system. Photochromic inks change color when exposed to ultraviolet light usually from the sun or a black light. The inks are effectively colorless indoors and turn into a vibrant color outdoors. When brought back inside, the inks become clear again. The inks become intensely colored after only 15 seconds in direct sunshine and return to clear after about 5 minutes indoors.

LCR Hallcrest Photochromic Inks are reversible and nearly invisible when not exposed to UV light. Once exposed the transition from clear to color is fast. Sixteen standard colors including process colors are available. They are washable without chlorine and suitable for textiles, glassware, ceramics and plastics.

Photochromic inks are perfect for image transformation, hidden messages and game pieces where a black and white outline is transformed into a colored image. LCR Hallcrest Photochromic Inks are appropriate for tiered security applications.



*“The addition of Photochromic inks to our portfolio expands our ability to offer a wide array of creative active communication solutions to the graphic industry and also put forward a unique printing option for tiered security.” Comments Rocky Sapienza VP of LCR Hallcrest*

The best way to understand this capability is to send [scott@hallcrest.com](mailto:scott@hallcrest.com) an email or call him at 847.998.8580 requesting a photochromic color chart, which will demonstrate this mesmerizing transformation.

**For Information contact: [info@hallcrest.com](mailto:info@hallcrest.com) or visit [www.hallcrest.com](http://www.hallcrest.com)  
Phone: 847.998.8580**

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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](http://www.hallcrest.com)