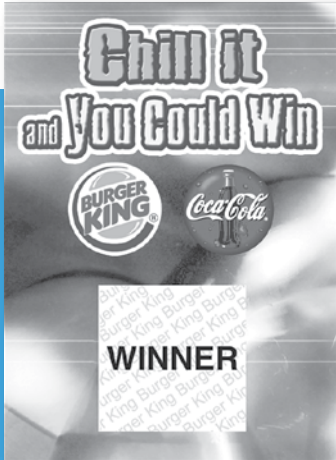


Thermochromic Ink and Coatings

Temperature Activated Color Changing Graphics



and You Could Win

al cold change card. Just peel
ard against a chilled soft drink
an instant winner.

complete terms and conditions
ing winners' instructions in
King restaurants.

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Cold Activated Label

Mountains turn from white to blue when chilled.

Cold & Reveal Game Piece

Hold card against cold drink and see if you're a winner.

Changes in temperature transform these inks and coatings. Below the activation temperature they are colored, above the activation temperature they are clear; it is that simple as the ink returns to ambient temperature the original color is restored.

Activation temperature points range from low refrigeration type temperatures through normal body temperatures to high temperatures that exceed the pain threshold. The temperature can flow from high to low or low to high triggering a color change at a specific temperature point.

Low Temperature Ink is used on labels and packaging to indicate refrigeration of food products and beverages (Clear to Color)

Touch Sensitive Ink will activate by rubbing or touching at temperatures surrounding body temperature and is used to create interactive graphics or packaging. Liquid crystal ink will show or change multiple colors when activated. Thermochromic ink will vanish to reveal an image or another color printed beneath.

High Temperature ink is designed to change color just below the pain threshold alerting consumers and users to a safety hazard - Too Hot! (Color to Clear)

Rub & Reveal

Gift card color changes from green to blue when touched.



Touch & Reveal

Game piece reveals picture when warmed to the touch.

Custom Applications Encouraged!