

# Press Release



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## For Immediate Release

### Color-Logic Certifies Aurora Special Effect Films

~ Iridescent Films may be Laminated to a Variety of Substrates ~

**West Chester, Ohio, USA; June 2015**—Color-Logic—developer of the Process Metallic Color System—has announced their certification of Aurora Special Effect Films, a product of RMS Packaging in Peekskill, New York. The company offers a complete line of iridescent substrates for a broad range of applications, including labels and packages. Commenting on the certification, Color-Logic Director of Sales and Marketing Mark Geeves said: “Color-Logic certification tests demonstrated the compatibility of Aurora Special Effect Films and the Color-Logic Process Metallic Color System. Printers producing labels, packaging, displays, gift wrap, household goods, and other products can confidently use Color-Logic and Aurora Special Effect Films to create striking metallic solutions for clients.”

Aurora Special Effect Film is produced by RMS Packaging, a family-owned business with decades of plastic manufacturing experience. Aurora films can be laminated to any standard label stock and can be underprinted and/or overprinted. Depending on the grade of Aurora film selected, label substrate can often be down-gauged due to the added thickness of the special effect film. For packaging applications, Aurora films can be laminated to board stock, then printed, scored, and die cut for boxes or folding cartons, producing special effects limited only by the designer’s imagination. The full line of Aurora iridescent films is available for a wide range of print media products. For further information, visit [www.aurorasef.com](http://www.aurorasef.com).

Color-Logic™ develops color communication systems and software tool sets for a variety of special effect printing applications. Color-Logic provides brand owners, product managers, corporations, and their advertising agencies the ability to differentiate themselves and their clients with a simple print production process that yields dramatic results. Color-Logic decorative effects utilize the existing workflows of printers and designers, yielding dynamic results without the use of special equipment. Color-Logic supports the value of print and works with designers and printers to enhance their printed media. For more information, visit [www.color-logic.com](http://www.color-logic.com) or call +1-513-258-0047.

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