

## Aurora<sup>®</sup> special effect film uses the flap of a butterfly's wings

What do shimmering butterfly wings and iridescent fish scales have in common? They attract our attention even when placed outside our field of vision. This is exactly the effect used by Aurora<sup>®</sup>, a special effect film made from polymers. Aurora<sup>®</sup> can be used on paper, board and plastic, including for labels, shrink labels and packaging. Its shining appearance is a real eye-catcher on supermarket shelves, right at the moment a customer notices a product.

### Attention is everything

With up to 30,000 products on offer, it takes just a sixth of a second to decide which packaging a consumer will pick up. At the same time, studies have shown that the longer a customer has a product in his hand, the easier it is for him to make a decision about whether to purchase it. Aurora<sup>®</sup> multi-layered films are not tinted nor using pigments or dyes, instead they achieve their pearlescent shimmer through a combination of different polymer layers – known as the optical core.



### Polymer layers determine the colour

It is in this core that the colours seen are formed. More than 100 wafer-thin polymer layers disperse the light into various complementary colours. "The number of layers and the thickness of the core determine the intensity and reflection of the colour," explains Dirk Kinzel, Sales&Marketing Manager at BTC Europe. Aurora<sup>®</sup>'s particular properties are a huge benefit for more than just packaging, deodorants and perfume bottles: cut into tiny particles, the film can also be used as glitter in the paint industry as well as in handicrafts and cosmetic products. It is also possible to use creative applications in the textile industry, such as in sequins for evening gowns. "The film can give that extra sparkle to many different products," sums up Kinzel.

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at [www.btc-europe.com](http://www.btc-europe.com).

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