

Introducing
IML



Viscount Plastics' Inmould Labelling (IML) breaks free from the constraints of conventional decoration methods by introducing preprinted polymer labels into the moulding process to create a seamless fusion of label and rigid plastic packaging. The benefits are as practical as they are aesthetic. Unlimited design potential. Unparalleled durability. 100% recyclable. A first for large sizes up to 10 Litres.



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inmould labelling

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Coming soon from Viscount Plastics Australia - 10 and 15 Litre Square



SUPERIOR QUALITY GRAPHICS

IML impresses with its true-to-life photographic reproduction using graphics in up to 6 colours. It also allows readable fine print with fonts down to 4pt.

PERMANENT LABEL

A big plus when it comes to relaying instructional and product-liability information as well as displaying barcodes and logos.

COST-EFFECTIVE

Packaging arrives at the customer's door ready for use, eliminating the need for any secondary labelling operation.

DESIGN FREEDOM

IML meets the challenge of decorating the entire sidewall with high-impact graphics.

UNPARALLELED LABEL DURABILITY

Being scratch, temperature, and moisture resistant, the label will extend the life of your branded packaging.

IMPROVED HYGIENE

IML involves less handling of the product, making it a cleaner and more sanitary process.

LABEL-LESS FINISH

The label and container become one unit to maximize your brand image.

100% RECYCLABLE

As the graphics are pre-printed on polymer, and no adhesives are used, the entire packaging becomes a single material and can be recycled.