



On Demand “On Box” Laser Imaging

Mix International Paper’s proprietary inks and coatings with precision laser manufacturing technology and what do you get? Reveel™, International Paper’s on demand “on box” laser imaging technology, that offers a high-quality, cost-effective alternative to traditional adhesive-based labels and variable data printing techniques.

Whether calling out product specifications or imaging customer specific messaging, Reveel™ does it all on the fly. In addition, Reveel™ allows you to eliminate label obsolescence, time-consuming changeovers, and messy inks and adhesives. **And, yes, it’s DURABLE!**

Reveel™ executes in 2 simple steps:

- International Paper delivers packaging with a white or translucent, water-based Reveel™ coating
- A laser installed on your packaging line images your customized message onto the coating



Box with water-based Reveel™ coating approaches laser for imaging.



High-speed laser imaging onto water-based Reveel™ coating.



Finished case with high-quality message imaged as an integral part of the packaging.

Features

- On demand customizable messaging
- Low cost to implement
- Water-based coating
- No consumables
- Produces high-contrast, high-quality, durable codes
- No contact imaging
- Integral part of the package

Benefits

- Optimize order quantities and eliminate packaging sku’s
- Cost effective
- Environmentally friendly and sustainable
- Eliminate inks and label inventory saving money
- Images barcodes, QR codes, hashtags, and promotional coupons with ease
- Consistent bar codes, no bleed-through
- Well suited for cold or damp environments where traditional labels may fail

Reveel™ can be used across a wide range of industries. Capitalize on the advantages of International Paper’s on demand “on box” laser imaging technology and end the worries related to your current labeling setup.

CREATE, IMPROVE, UNLEASH, Reveel™!

International Paper Company Overview

- Global paper and packaging company
- 117+ years in business
- 58,000 employees world-wide
- Manufacturing operations in:
 - North America
 - Europe
 - Latin America
 - Russia
 - Asia
 - North Africa

So many things of value are presented in or surrounded by the substance of International Paper. Whether you want to grow retail sales or get your products safely through the global supply chain, our industrial packaging solutions bring innovation to and protection around your products. International Paper brings you value beyond a box, display or package – real value that’s material to your success.™

Specialty Products

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Reveel™ On Demand
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