

CMCV

The revolution in glass coloration field



Molecular Change in Glass Color

In 2006, after dedicated hours
of R&D,

P&P Promotion has **patented**
a new technology for hollow
glass coloration.

CMCV sectors



Spirits e birre

Oils, water and food containers



Wines




Perfumery



THE PROCESS

WE INTERVENE ON THE MOLECULE OF THE GLASS IN ORDER TO CHANGE ITS COLOR, WITHOUT DAMAGING ITS STRUCTURE, ONLY BY USING GLASS COLORED POWDER.

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COLORED...

Coloring with glass powder is a real innovative process, especially regarding the set of colors.

P&P Promotion asks for a RAL or PANTONE reference to move closer to customers' needs. However it is necessary to consider that, by using powder of glass, the process follow the natural characteristics of the colors. Hence, it cannot ensure the same result.

Otherwise, there is a **huge amount of colors, nuances and textures available.**



RESISTANT...

One of the most relevant problems for our customers are *scratching* and colors removal in bottling lines.

The fast speed contact between bottles and lines damage packaging design in the last step before sale.

CMCV is tested on important international wine, spirits, oils and beer brands bottling lines, which confirms the efficiency of CMCV.



...SUSTAINABLE!

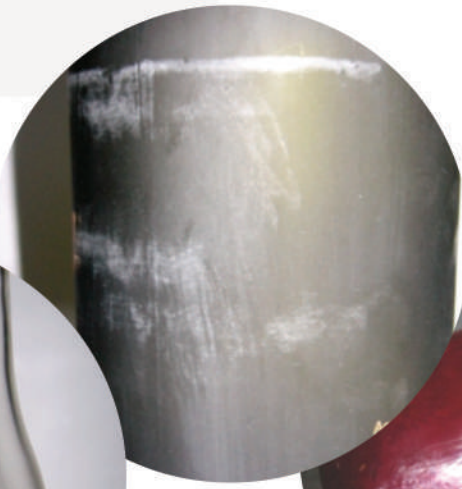
The green attitude is more and more important all over the world. In the packaging sector, graphics recall flowers design, natural element such as water, fire and so on.

For this reason, in the selection of the material, the consumer is more and more careful and precise in the choice of decorated surfaces.

P&P Promotion some years ago bring forwards this trend by believing in the potential of green economy, with an eco-responsible perspective.

CMCV is projected to avoid the use of acids, varnishes or inks and only use colored powder of glass, natural and 100% recyclable.





ACID-ETCHING, BLASTING, LACQUERING

- Low mechanical and chemical resistance
- Use of materials dangerous for health and environment
- Use of varnish, acid and substances which damage bottles structures
- Normal varnishes are easily removable
- Touch effect is chewy, wrinkled



MOLECULAR CHANGE IN GLASS COLOR

- ✓ High mechanical and chemical resistance
- ✓ 100% sustainable
- ✓ Better in bottling lines
- ✓ permanent
- ✓ The color is melted with the same bottle glass
- ✓ Touch effect is pleasant, like glass one



Leaving space to creativity...

The portfolio where
innovation and technology
melted.

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Our texture

- Shininh
- Mat
- Translucent
- Frosted
- Semi-mat



Extra-texture

-metallic

-perlescent

-trasparent



From single frosting to multiple frostings....

WHILE WELL-KNOWN TECHNOLOGIES ALLOW TO CREATE ONE SINGLE TYPOLOGY OF FROSTING, CMCV PROPOSE THREE DIFFERENT NUANCES.

LIGHT

TARNISHED EFFECT



STANDARD

CLASSIC EFFECT



STRONG

ICED EFFECT





HOT PRINTING ON COLORATIONS

Sector experts complain the impossibility of printing with hot temperature colors (which ensure more resistance) on a colored bottle.

With CMCV, the bottle can be printed without damaging the previous coloration, by giving birth to graphical and visual innovation such as shining-mat contrast and precious material printing.



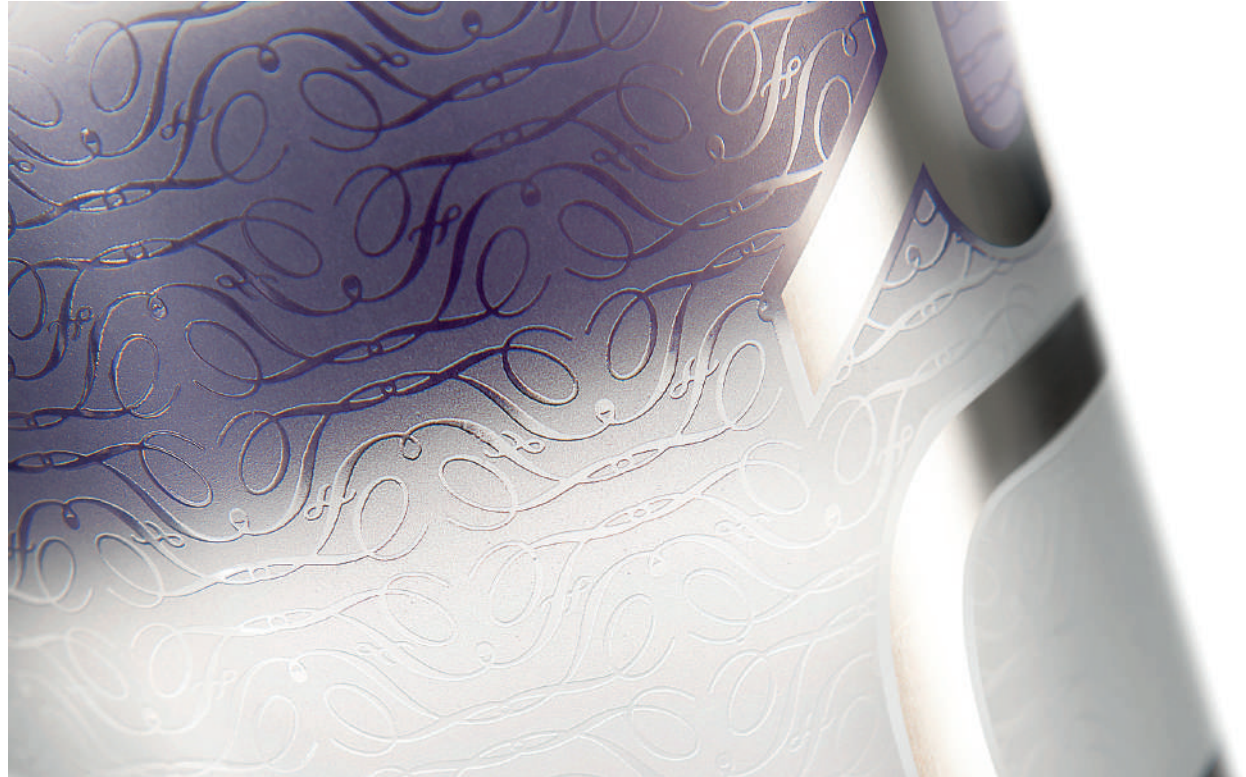
The technology allows
shaded coloration

...or **creation of windows**
standard or designed.



One of the most interesting process allow to color the whole bottle with CMCV, retaking the bottle to the original color with design.

This process is partner of windows creation. The choice between the two depends on the aesthetical choice of the costumer who prefers a tactil sensation on relief or not, or on the nature of the graphic design.



A single technology, millions of projects available.





THANK YOU!

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