



### **Plastic-printing process**

I-POP™, or Image-Printing on Plastic, is a printing process that can be used to print graphics on thermoformed packaging. Capable of printing full-color processes or up to six flat colors on most styrenic plastics, I-POP allows users to enhance product retail visibility and brand identity, the co. states. Graphics can be supplied by the user or developed by the co.'s design team.

**Tray-Pak Corp.**, 888/926-1777.

[www.traypak.com](http://www.traypak.com)