



MIRRI

REFLECT LUXURY

Intro to Mirri

Mirri is a world leading supplier of metallic paper and board.

Metallic silvers, golds, a vast range of colours and holographic films are just some of the effects available as part of the Mirri range.

Mirri is distributed worldwide across numerous markets; such as point of sale, packaging, publishing, multimedia, social stationery and greetings cards, commercial print and direct mail.

Mirri helps brands to deliver better retail experiences.



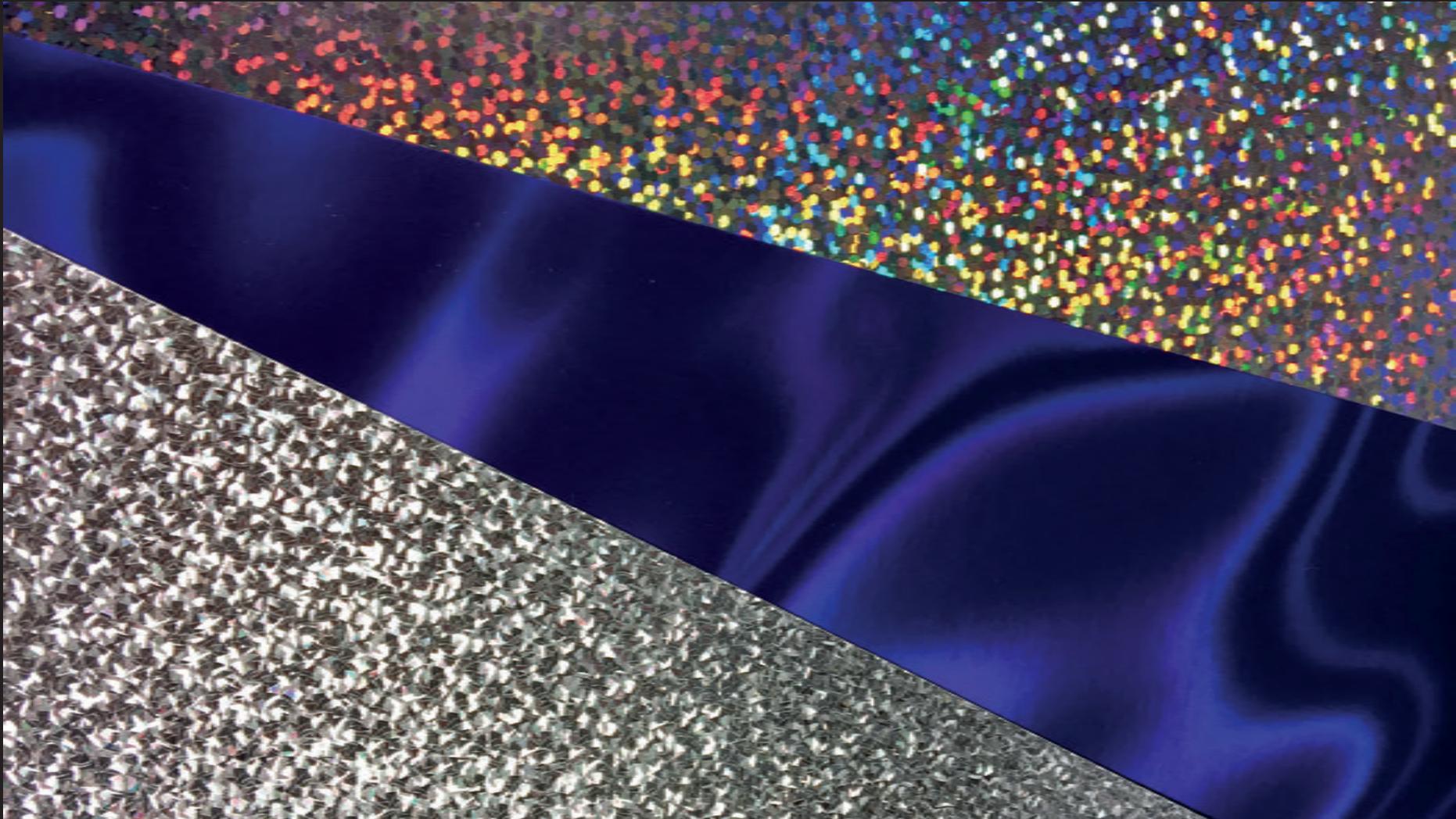
Intro to Mirri

Mirri is widely recognised by brands, retailers and designers as a tool to communicate quality, innovation and brand category leadership.

Mirri is a division of Celloglas, the UK's largest print finisher since the early 1970's.



Mirri Range



Mirri Range

Mirri is available in a huge variety of films and base substrates. Metallic, coloured and special finishes...

Mirri H - highest quality range of colours and silvers

Mirri Silk - a silk lamination is added to create a lusted finish

Mirri Metals - metallic finishes, with silvers, golds and reds being the most popular.



Mirri Range

Mirri Duo - double-sided, with a spectacular shine on both sides

Mirri Eco AG - fully recycled range of finishes

Mirri Specials - holographic, blanco and sparkle create truly unique effects

Mirri Bespoke - Bespoke Mirri products can be made to order.



Mirri Applications

Retail

Mirri is widely used in retail on POS and shop-front displays.



Mirri Applications Retail



Mirri Applications Packaging

Mirri can be applied to packaging materials to create some truly unique effects that are perfect for luxury brands and products.



Mirri Applications Packaging



Mirri Applications eCommerce

Mirri Wow

Our latest innovation is the Mirri wow pack. A standard outer box suitable for posting, with a Mirri inner allowing brands to create a more luxurious customer un-boxing experience.



Mirri Applications eCommerce



Brands we work with

Brands that we work with:

Burberry, Clive Christian, Harrods, Bugatti, Bentley, House of Fraser, Waitrose, Tesco.

BURBERRY[®]
LONDON

Harrods



HOUSE OF FRASER
SINCE 1849



Brands we work with



Technical Details

- Mirri is a special lamination applied to substrates before printing
- Wide range of metallic papers and boards in stock
- Reel-based lamination with a sheet-to-register facility
- Sheet-to-sheet lamination
- Ultra large format sizes available
- Can be applied to almost any substrate
- Suitable for over-printing using UV litho, litho, screen and digital.



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