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Travel Tags introduces Krom™ Drinkware

Industry-First Use of Metalized In-Mold Labels On Promotional Drinkware

INVER GROVE HEIGHTS, MINN - Travel Tags has introduced KROM™ drinkware – the first use of metalized in-mold labels on a promotional drinkware product line. The molded plastic cup, intended for licensed and collectable drinkware promotions, features full-color photographic quality printing over a bright metal substrate.

“While other applications may use metallic inks, the unique metalized label provides a high gloss, metallic sheen that won’t fade with time or repeated dishwashing,” said Rosa Hermoza, Travel Tags product manager for in-mold products. “The full-color photographic quality printing stands in sharp contrast with the shiny metallic background,” Hermoza added, “producing graphics of unusual vividness – increasing the cup’s collectable value.”

The metallic effect is available in a high gloss, polished metal finish; a brushed galvanized metal finish, and a holographic metallic finish which provides a prism-like, shimmering pattern. Custom patterns and finishes are also available.

KROM™ drinkware is available in all sizes currently offered by Travel Tags under its Xtreme Graphics brand, ranging from the 12 oz. tumblers to a 52 oz. traveler mug. For more information, visit www.xtremegraphics.com

ABOUT TRAVEL TAGS, INC.

Travel Tags, Inc. is a world leader in developing and delivering unique and innovative solutions centered around specialty and dimensional printing and related services. Travel Tags, Inc. serves as an umbrella over strategically located specialty print studios, sales offices and manufacturing facilities. The company has more than 30 years of printing experience and is the world’s leading provider of high quality lenticular large format and custom printed plastics.

For more information on Travel Tags, visit www.ighsolutions.com

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