

Is Synthetic Paper a Cost-Effective Solution?



Recently, the Synthetic Paper industry has witnessed an increase in the demand by printers, publishers, label manufacturers & more. And it's for all the good reasons—sustainability, efficiency & last but most important, cost. Wondering why we would include the cost factor in our list; after all, synthetic papers are more expensive than traditional wood pulp paper. Yes, but is it so, especially in durable applications where wood-pulp paper doesn't suffice? Also, did you know that companies have been able to boost their productivity by more than 20% using synthetic paper?

In this blog post, we will be exploring how [synthetic paper](#) is helping companies save cost & time.

Eliminates the Need to Laminate

The conventional wood pulp paper is highly prone to damages when subjected to rough conditions, for instance, in the case of menu cards for restaurants, coffee table books, certificates, etc. Thus, the need for lamination becomes inevitable for water & weatherproofing. Lamination loses its adhesion over time & curls from the edges, becoming no longer effective or aesthetically appealing.

Since synthetic papers use synthetic substrates, they are resistant to tear, moisture & chemicals, making a perfect solution for applications where durability is required. Thus, companies end up saving the lamination labor & raw material cost, which otherwise couldn't be possible.

Increases the Shelf Life

The shelf life is a big concern for durable applications. The regular paper is extremely vulnerable & is not suitable for long-term applications where durability is required. The popular solution of lamination over paper peels off easily. Thus, users have to keep replacing the lamination from time to time, which can turn out to be expensive & time-consuming in the long run.

Synthetic paper saves both time & cost with its amazing properties of resistance to tear, moisture & oil. It's extremely durable on its own & does not require any layer of protection to enhance the shelf life. It also shows amazing ink adhesion, meaning that the ink won't smudge in the long term. It is the perfect solution for durable applications like menu cards, table mats, certificates, labels, etc.

Compatibility With Digital Printing

Most synthetic papers are compatible with the same printers as traditional paper. Thus, companies do not need to invest in new technology to adapt to synthetic paper. While choosing the synthetic paper for your application, you can ask your supplier to provide a sample for trials. This way you can check its compatibility with your print technology.

Better Yielding Capacity

Some synthetic papers even offer better yielding capacity, increasing your turnaround time and reducing the cost of labor. With a variety of synthetic paper available in the market, you need to pick the right one that helps you achieve great results. For this, you can again check with your supplier & see if their synthetic paper offers better yielding capacity. Another way to find out is by checking their previous success stories and see how other organizations were able to benefit from their product. This can give you a fair idea of whether it is the right choice for you or not.

Are you looking for a reliable synthetic paper supplier? Connect with Cosmo Films, a leading synthetic paper manufacturer & supplier. Cosmo Films has partnered with some of the top printers for applications like Paytm/Google pay merchant stickers, IKEA labels & much more.

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