



**'TORAY'**  
Innovation by Chemistry  
Toray Plastics (America), Inc.

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For Immediate Release

**TORAY PLASTICS (AMERICA), INC., INTRODUCES LUMLIFE™ METALLIZED  
POLYESTER FILM INNOVATION FOR METALLIC BALLOONS**

*New film technology maintains metallization and secure seals;  
Waste reduction and need for less helium benefit environment*

*Food and medical packaging innovation crosses over into gift market*

**North Kingstown, Rhode Island** (May 19, 2008)—Toray Plastics (America), Inc., ([www.torayfilms.com](http://www.torayfilms.com)), announces the introduction of a new thin, extremely durable metallized polyester film for metallic balloon applications. New patent-pending LumLife™ film, made with Toray's advanced metallization treatment technology, enables balloon converters and end users to create brilliant, printable, metallized polyester balloons that do not stress crack and maintain seal integrity during the manufacturing process. Metallic balloons made with LumLife film also offer extended float life owing to the film's superior barrier capabilities and reduced density. Long-term testing demonstrates that a helium-filled LumLife balloon manufactured with the Anagram ([www.anagramballon.com](http://www.anagramballon.com)), process and self-sealing valve stays aloft three to five times longer than conventional nylon balloons.

"LumLife film is a winner," says Christopher Roy, director of sales and marketing, Torayfan Division. "Balloon converters, end users, retailers, consumers, and the environment all benefit from this unique technology development." Roy notes that LumLife film was originally developed for the packaging industry, but that its barrier and metal adhesion features, as well as its B-side functionality for converting, enabled crossover into the metallic balloon market. For the packaging industry, the same metallized PET can be used for confectionary, coffee, condiment, and medical applications.

One side of LumLife film is treated for advanced metal adhesion. The other side of the film is engineered by means of a unique chemical process that provides excellent bonding during the extrusion lamination process. Combined, those attributes prevent stretch cracking when the balloons are converted, so the finished balloon has an attractive, smooth, secure seal.

When inflated and closed with a sophisticated valve like Anagram's, LumLife balloons retain their loft three to five times longer than conventional products, which makes them more desirable to balloon distributors and retail sellers, and consumers who enjoy them as gifts.

The longer retention of helium reduces the number of balloon refills, and, thus, the costs of labor and materials. The retention of helium also means that less of that natural resource is used. Complementing that benefit to the environment is the fact that LumLife is extremely thin, therefore, less waste ends up in landfills.

LumLife film is manufactured at Toray's Rhode Island based operation, so total quality control is assured. It offers excellent thermal stability and superior mechanical properties, including high strength and dimensional stability.

Toray Plastics (America), Inc., is a leading manufacturer of polyester and polypropylene films for flexible and rigid packaging, lidding, graphic, industrial, optical, and electronic applications. The company is a subsidiary of Toray Industries, Inc., the world leader in synthetic fibers and textiles, carbon fibers, plastics, chemicals, pharmaceuticals, and high-performance films. Annual sales exceed US\$16 billion.

For more information about Toray Plastics (America), Inc.'s entire line of polypropylene and polyester films, contact Eric Bartholomay, Product Development Manager, at [eric.bartholomay@toraytpa.com](mailto:eric.bartholomay@toraytpa.com). Toray Plastics (America), Inc., is located at 50 Belver Avenue, North Kingstown, RI 02852-7500 telephone 401-294-4511, fax 401-294-3410. Visit the Toray Plastics (America), Inc., Web site at [www.TorayFilms.com](http://www.TorayFilms.com).

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Caption: New LumLife™ film, made with Toray Plastics (America), Inc.'s advanced metallization treatment technology, enables balloon converters and end users to create brilliant, printable, metallized polyester balloons that do not stress crack and maintain seal integrity during the manufacturing process, and that offer extended float life.

For a jpeg of the photo, please contact Claudia Kreiss at [ckreiss@kreisscommunications.com](mailto:ckreiss@kreisscommunications.com) or 201-963-2394.