

# chameleon®

## Hydrochromic Inks and Coatings

### chameleon®

Specialist Colour Change  
Inks Technology



### Applications include:

- ◆ Interactive Clothing & Textiles
- ◆ Collectible Cards/Stickers
- ◆ Interactive Packaging
- ◆ Proof of water damage
- ◆ Direct Mail

LCR Hallcrest's Chameleon® Hydrochromic Inks and Coatings react to the presence of water by either reversibly disappearing to reveal a message or colour beneath, or by irreversibly washing off to reveal a message or image.

Chameleon® Irreversible Inks – LCR Hallcrest produce two types of Irreversible Ink. The first changes from a colour to white when exposed to water and remains so when dry again. The second dissolves and washes off the surface revealing a message or image below and is available in Blue or Black .



Chameleon® Reversible Inks – This ink is creamy white in appearance but becomes translucent when exposed to water revealing a pale message or colourful design below and then reverting back to a creamy white state when dry. The reversible ink is available in white only and is either screened or sprayed over an image.



Application usage for both reversible and irreversible inks is enormous ranging from interactive game cards and vouchers to designs on materials such as umbrellas and footwear transforming the products into colourful designs once the water has hit them. Irreversible inks can also be smartly used as proof of water contamination within products such as mobile phones informing the provider or insurance company to the fact that they may have been exposed to water.