

## LCR Hallcrest Develops a Camera Flash Activated Clear Pigment

### Camera Flash activated pigment used with a smartphone and Instagram® creates a unique and engaging promotion

**Glenview IL – April 4, 2016** – LCR Hallcrest is proud to announce the development of an invisible photo flash activated pigment. Miller Coors sought to create a promotional campaign that engaged consumers at the point of purchase which is usually a dimly lit to dark area.

They proposed an advertising campaign/ contest that utilized the ubiquitous smartphone camera and the popular social media site, Instagram. Entry required that a flash picture was taken of a poster where a hidden message would appear in the picture only. Once the light source is removed, the image disappears but is captured as a photo on the phone. This picture was then posted to Instagram entering the consumer in the contest.

*Scott Szafraniec, National Sales Manager for LCR Hallcrest, comments that this application required an “ink that could be over printed on posters and became visible when illuminated by a camera flash, not ambient light, then disappear ready for the next flash exposure.”*

LCR Hallcrest developed a clear pigment (ink) that could be over printed on posters and became visible when illuminated by a camera flash, not ambient light, then disappear ready for the next flash exposure. Light activated silver reflective pigmented ink has been used on reflective tape and in safety applications but is visible at all times.



No Flash

Flash

LCR Hallcrest Photo Activated Pigment is available as a solvent, UV or plastisol screen ink and can be printed on a dark or white substrate which can be paper, particulate board, plastic or textiles. Contact [scott@hallcrest.com](mailto:scott@hallcrest.com) for further information.

**About LCR Hallcrest:** The company is the leading international manufacturer of “SMART” color and chemical changing labels, thermometers, pigments and graphics that react to environmental and temperature fluctuations, providing visible evidence of change and measurement with in-house design, development and manufacturing capability.

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