

LCR Hallcrest Unveils New Website

Thermographics will Feature Color Changing Promotion and Ink Products

Glenview, IL – April 18, 2016 – LCR Hallcrest is pleased to announce the publication of a new website for its Thermographics division, www.thermographics.com. LCR Hallcrest is a family owned pioneer and global leader in the field of temperature sensitive, color changing graphic technology known as Thermographics.

Thermographics is the global leader in the development and manufacture of smart dyes, paints, inks and products that change color when exposed to temperature and environmental fluctuations including UV Light. They are used to engage and excite audiences with interactive designs that increase message awareness and communicate proper usage, storage conditions and human temperature.

Thermographic promotional products include, Forehead, Bath and Household Thermometers, which monitor and indicate temperature with a color change and are designed to be custom imprinted. The promotional products portfolio also includes UV indicator cards that promote sun safety along with your message.

Thermographic and Photochromic pigments, paints, masterbatch and inks change color when stimulated by temperature fluctuations and UV light. Standard and custom reversible activation temperatures and colors are available. Photochromic ink products essentially change from colorless to color reversing to colorless when the UV light is removed.



“We are excited to release our new website designed to focus on the promotion, print and graphic markets with color changing inks and promotional products.” comments Rocky Sapienza, VP of Operations for LCR Hallcrest. *“This new site will allow us to better serve our thermographic customers.”*

Contact info@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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