

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
8 March 2001 (08.03.2001)

PCT

(10) International Publication Number
WO 01/15915 A1

(51) International Patent Classification⁷: **B44C 1/17**

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(21) International Application Number: **PCT/NL00/00584**

(22) International Filing Date: **24 August 2000 (24.08.2000)**

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(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:
99202789.6 **27 August 1999 (27.08.1999)** **EP**

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

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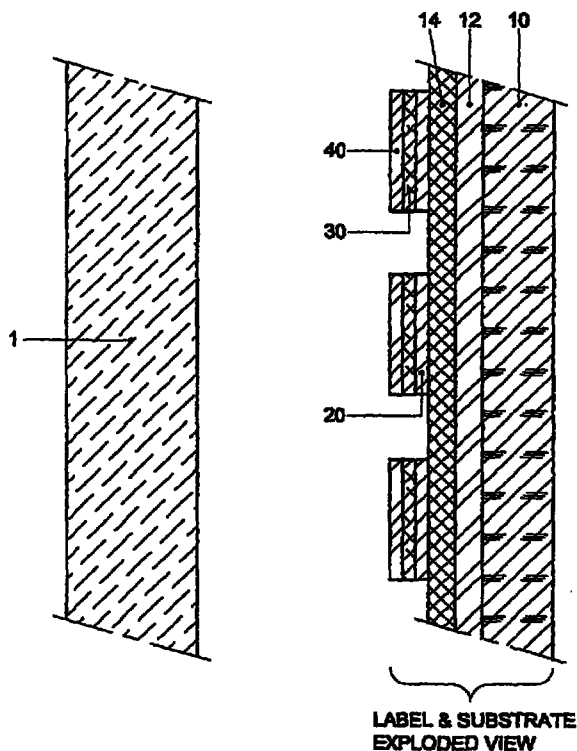
(84) Designated States (*regional*): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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[Continued on next page]

(54) Title: **TRANSFER LABEL**



(57) Abstract: The invention is directed to a transfer label material for image transfer, comprising a backing carrier material and a transfer layer, said transfer layer at least comprising an image layer, an adhesive layer and a pigmented layer between the adhesive layer and the image layer, said pigmented layer comprising a binder material, at least one white pigment and at least 0.1 wt.%, calculated on the basis of the pigmented layer, of aluminium powder (dry weight).

WO 01/15915 A1



Published:

— With international search report.

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