PREMIUM ROLL-UPS WITH TEXTURED LOOK

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Today the demands placed on printers to create fast Point of Sale and Point of Purchase marketing collateral is increasing as clients demand products and brands in the right place at the right time. How good the finished display looks is critical to creating the right impression both to the consumers and any brand owner.

Folex with this in mind has launched a premium finish roll-up with a high end textured anti-reflective look to the surface. This ensures the quality printed message is loud, clear and without any distracting reflections. This special surface effect also offers a tough, scratch resistant image and creates the added impression of an already laminated, finished print.

The special ink receptive coating is suitable for eco-solvent and solvent inks and its highly absorbent coating structure allows faster ink pentration vs standard coatings by up to 25%, which means the film can be printed roll to roll which can be very helpful in the demanding world of tight print deadlines, saving time and money. The film is also perfectly suited for latex and UV ink printing, so provides wide printer compatibility.

Offered in two film thickness versions SI 466 is 0.175 mm and SI 467 a 0.225 mm and are both manufactured on tear proof, super stable polyester offering a PVC free solution with superb flat-

ness that will show off any roll up to its very best. On the reverse side is our high end "silverback" surface which enhances the professional, quality effect of the finished roll up, so it has that "wow effect" whether viewed from the front or the reverse side of the roll-up. SI 466 is available in 914mm, 1067mm and 1270mm widths and SI 467 in 914mm and 1067mm both in 30m lengths.

For further information please contact Simon Warren at Folex AG.

ABOUT FOLEX

The Folex group specialises in the finishing and coating of films and specialities and has production companies based in Switzerland (Schwyz) and Germany (Cologne and Erlangen) that offer high-quality products and tailor made services for a wide variety of markets. Today Folex offers solutions for many sectors, from the printing industry or digital and large format printing, the office and home sector, all the way to primary products for the electronics industry.

More information on the complete portfolio is available at www.folex.com