



## PRESS RELEASE

### **ASLAN to present self-adhesive façade film and other innovative speciality foil products**

In addition to the company's established range of self-adhesive films, ASLAN Schwarz GmbH & Co. KG will be showcasing on their stand (D 86) at **FESPA digital** in Geneva, new speciality film products that almost no other manufacturer can offer.

At this year's fair, ASLAN will premier digital printing films for short-term applications on building façades and interior walls. Easily removable without leaving any residue, these self-adhesive products are particularly suitable for use in short-term sales campaigns and promotions.

The highlight will be the **brand new facade film** ASLAN DFP 45 – a glossy white, opaque self-adhesive digital printing film. With a thickness of 80 µ and an exterior durability of approximately three months, it is an excellent choice for promotional applications on building façades. For this film ASLAN has developed a unique adhesive allowing it to be fixed into place quickly, without requiring any special tools. It is therefore an ideal alternative to textile banners. It also offers an innovative and creative way of working with exterior walls. For example, shop-window designs can be applied to any part of the building facade. With all of these features, this facade film is a trendsetting product that sign makers and designers working in the event and promotion industry and shopfitters will love. The ASLAN DFP 45 facade film can easily be printed with any standard solvent, eco-solvent or UV ink and comes in a 25 m x 1.37 m format.

The second innovation to make its debut on the stand of the family-owned, German company will be **ultra easy-to-remove digital printing film**, available in glossy white opaque (ASLAN DFP 40) and glossy transparent (ASLAN DFP 41). These two self-adhesive films give surfaces a temporary new look. They can be applied directly to, for example, interior walls as part of promotions and can be removed cleanly after use. By launching these films, which can be printed with any standard solvent, eco-solvent or UV ink, ASLAN is embracing the continuing trend for wall transfers and stickers. These films are also an ideal way of temporarily decorating furniture or music equipment. In a nutshell, they're perfect for any application where a quick and easy "makeover" is required. ASLAN DFP 40 and ASLAN DFP 41 are available in 25 m or 50 m x 1.37 m format.

ASLAN will also be presenting ASLAN DFL 300, its digitally printable sandblast-effect glass-decoration film based on a new "Dryapply" method. Specially developed by ASLAN, this dry application technique makes child's play of bubble-free attachment of films onto glass surfaces – even large surfaces.

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The film's sandblast effect adds a touch of elegance to any shop window and catches the eye with slogans printed on a sandblast-look background. ASLAN DFL 300 comes in a 50 m x 1.37 m format and has an external durability of seven years.

Visit the **ASLAN stand (stand D 86)** at **FESPA digital** to experience these innovations for yourself.

More information is also available at [www.ASLAN-schwarz.com](http://www.ASLAN-schwarz.com)

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