

PRESS RELEASE

## **VISCOM Europe in Paris – ASLAN presents self-adhesive façade film**

At the exhibition **VISCOM Europe 2008** in Paris ASLAN Schwarz GmbH & Co. KG presented new speciality self-adhesive films. Under the roof “4 YOU!” ASLAN shared the booth with Regulus, JM Technical Textil und Arkwright.

The high level of visitor traffic confirmed the impact of the stand, which demonstrated the wide variety of applications for digital printing and glass decoration. At this year's fair, ASLAN had premiered **digital printing films for short-term applications on outdoor façades and interior walls**. Easily removable without leaving any residues, these self-adhesive products are particularly suitable **for use in short-term sales campaigns and promotions**.

The highlight was the **brand new façade film ASLAN DFP 45** – a glossy white, opaque self-adhesive digital printing film. Removable in one piece without leaving residues guaranteed up to three months, it is an excellent choice for promotional applications on any building façades - from simple concrete walls to coarse thermal plaster. Without requiring any special tools or laminating film this façade film changes each outdoor façade into a cost-effective advertising medium. ASLAN DFP 45 façade film can easily be printed with any standard solvent, eco-solvent or UV ink and comes in 25 m x 1.37 m rolls.

The second innovation to make it's debut on the stand was **ultra removable digital printing film**, available in glossy white opaque (ASLAN DFP 40) and glossy transparent (ASLAN DFP 41). These two self-adhesive films give surfaces - for example interior walls - a temporary new look. They can be removed without any residues 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, vehicles or technical 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 rolls.

Furthermore ASLAN was presenting ASLAN DFL 300, its **digitally printable sandblast-effect glass-decoration film** based on the **new Dryapply-technology**. Specially developed by ASLAN, this dry application technology allows an easy and fast application, **without using any water and without leaving any bubbles**. The film's sandblast effect adds a touch of elegance to any shop. ASLAN DFL 300 comes in rolls of 50 m x 1.37 m and has an outdoor durability of minimum seven years.

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

Overath, 28.08.2008



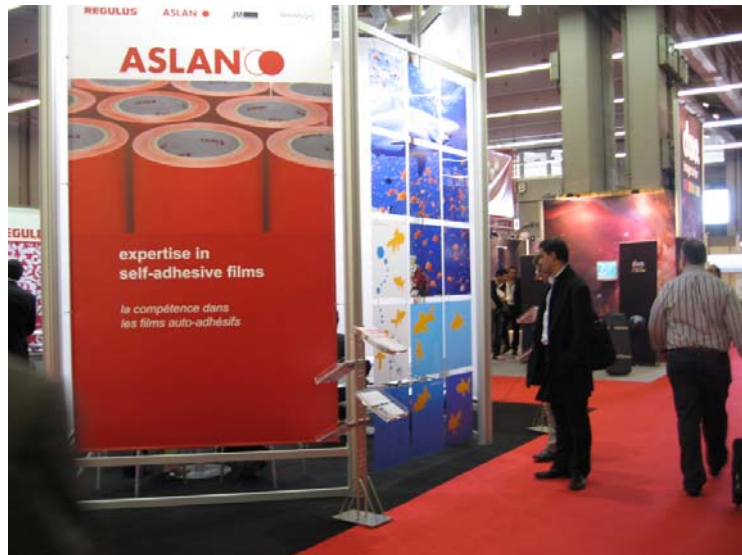
**ASLAN – innovative films for you!**



**New ASLAN digital printing films for indoor- und weather-resistant outdoor applications**



**Try Dryapply! Visitors gave the new glass decoration film in sandblasting look directly a trial**



**ASLAN – at VISCOM Paris**

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