

PRESS RELEASE

## **ASLAN at FESPA 2010: Exciting Innovations**

**ASLAN, a worldwide operating innovator in self-adhesive products, made this main international printing fair a platform for the presentation of its innovative products. A large international public took interest in the novelties and top sellers at ASLAN's booth.**

Once again ASLAN brought several novelties to FESPA 2010 in Munich.

Visitors were particularly interested in a new film tailored specifically to the growing demand for ecological products.

At its FESPA booth debuted the new PVC-free glass decoration film ASLAN E 150. The product features a stunning sandblasted effect and on top it is made unique by its ecological features.

The vinyl is mainly prepared for long term use on indoor glass surfaces so it's particularly relevant that there is no outgassing of plasticizers or solvents.

Due to a higher rigidity of the material the product is especially easy to apply and it offers a vast application range.

Also new in 2010 is the Outdoor Floor Graphics package which now allows to utilise exterior ground surfaces as advertising space without difficulties and for up to 6 months.

The obvious challenges of this application are mechanical wear, different surfaces and public safety. ASLAN's solution is an innovative combination of two films; the digital printing film ASLAN DFP 46 and the laminating film ASLAN MP 326, which transforms even parking lots, roads, sidewalks and the front of steps into the perfect advertising space.

Application of the film is easy on rough as well as on smooth surfaces. The laminate protects the graphics from soil and abrasion and has an embossed anti-slip texture so even insurance warranties are available against possible damage caused by slipping.

The Outdoor Floor Graphics package provides excellent results and stunning displays are directly at the target group's feet.

Advertising space is expensive. But that's not the only reason why the presentation of ASLAN digital printing films for interior and façades got such high attention from visitors at the fair.

The glossy white vinyl ASLAN DFP 40 and the silk matt ASLAN DFP 42 are digital printing films and the ideal solution for temporary advertisements on various indoor surfaces. The combination of a good tack and easy removal make it the perfect option for short and medium term decoration.

ASLAN DFP 45 is made to meet the challenges of outdoors façade decoration. The film can easily be applied to all surfaces no matter if rough plaster, concrete or brick, and for up to 6 months it can just as easily be removed. Self adhesive film thus becomes the ideal alternative to banners and provides additional and low price advertising space in cities.

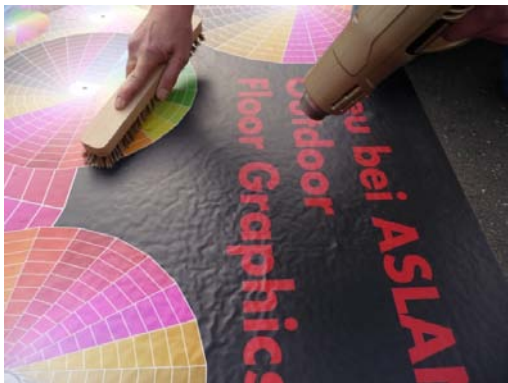
ASLAN's CEO Oliver Schwarz was very pleased with the visitors' feedback. "We are thrilled to see that our efforts to be innovative pay off and are met with such positive response. This fair has shown once again that our concept works. Product development is driven by our customers' requirements. To meet their demands is the base of our success."

For detailed product information please contact ASLAN directly or visit [www.ASLAN-schwarz.com](http://www.ASLAN-schwarz.com)

Overath – June 28, 2010



The ASLAN team presented the novelties to the visitors.  
CEO Oliver Schwarz (left) was very pleased with the feedback.



Application of the ASLAN Outdoor Floor Graphics Package

## ABOUT ASLAN:

ASLAN, Schwarz GmbH & Co KG, a private family owned company, has been a worldwide innovator in self-adhesive products for 60 years. Being a specialist in self-adhesive films ASLAN successfully develops and manufactures high-quality unique products and distributes them worldwide. In addition to a wide range of brand products ASLAN offers a variety of individual solutions tailored to customers' requirements.

One of the main markets for the wide range of ASLAN products is "sign-making and digital printing". ASLAN also offers a large portfolio of products for various sectors, including books & office, interior design, industry and construction trades, hobby crafts and glass decoration.

For any questions regarding this press release please contact:

Astrid Becker

ASLAN, Schwarz GmbH & Co. KG

fon +49 (0)2204.708 30

fax +49 (0)2204.708 50

e-mail [astrid.becker@ASLAN-schwarz.com](mailto:astrid.becker@ASLAN-schwarz.com)

[www.ASLAN-schwarz.com](http://www.ASLAN-schwarz.com).