

**PRESS RELEASE 05/2016**

**ASLAN Trendline 2016: The new colour film range in the “Colours of the Year”**

In the world of design, the institute PANTONE sets the international standard in matters of colour systems, and defines anew every year, which colours will be setting the tone. Based upon these “Colours of the Year”, that are selected after extensive trend research, the specialist for self-adhesive films ASLAN launches ten matt colours that will be added to the existing colour range Wallstick ASLAN CM 100.

The low-reflective, highly opaque film is predestined for all temporary, design-oriented applications: A visual merchandising concept for the fashion industry can as easily be realised in the trendy colours as an exhibition stand, an interior design showroom or a do-it-yourself project.

The colour palette ranges from the two primary colours, a pale rose-pink and a mellow blue, to more vivid colours like a bright peach and a buttercup-yellow to a lilac grey. Thanks to the material thickness of 100 µm, the self-adhesive film is easy to apply and provides ideal characteristics for large-surface applications and the production of wall decals.

The removable adhesive guarantees an easy removal from all smooth surfaces without leaving residues. Additionally, the film can also be applied in public areas, since it is flame-resistant according to DIN EN 13501-1. As of now, the self-adhesive film is available in the dimensions 50 m x 1.02 m.

For further information and samples, please call the manufacturer on +49 (0) 2204.708 80 or visit [www.ASLAN-Schwarz.com](http://www.ASLAN-Schwarz.com).

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**ABOUT ASLAN:**

ASLAN, Schwarz GmbH & Co. KG is a private family-owned company that has been a worldwide innovator in self-adhesive products for more than 65 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 its customers' requirements.