

PRESS RELEASE 04/2017

**The new ASLAN FerroSoft range:
Flexible, magnetically-receptive self-adhesive films with three different finishes**

ASLAN, the German manufacturer of self-adhesive films for special applications, is bringing to market its new range of FerroSoft films, with three new magnetically-receptive solutions that are particularly user-friendly. The new films are extremely soft and flexible, making them easy to apply. As an additional benefit, all three variants can be stored and transported in a rolled-up condition. The self-adhesive ferrous films come with three different finishes – digital printable, whiteboard and anthracite-coloured.

Just like the existing ferrous films from the ASLAN memoboard portfolio, the new FerroSoft films can transform any smooth substrate into a magnetically-receptive surface. In addition, the flexible films lend themselves perfectly to creative customisation. They can be cut to any imaginable shape or size and can be used as organisational boards, communications surfaces or even background graphics for magnetic, changeable advertising messages.

FerroPrint ASLAN FF 480, the new printable variant in matt white, is so flexible that it can be printed with solvent, eco-solvent, UV-curing and even latex inks. This means any desired printed image can be made magnetically-receptive. Combined with ASLAN's transparent blackboard and whiteboard films, printed graphics can also be written on with chalk or whiteboard markers.

The new FerroSoft Whiteboard ASLAN FF 550 film, in glossy white, offers a ready-made 2-in-1 solution, combining the magnetic function with the ability to be written on and wiped clean like a whiteboard. This lets users create a high-quality, multi-functional communications surface in just a single pass. The anthracite-coloured FerroSoft ASLAN FF 410 film is designed to be freely combined with other self-adhesive films, enabling the creation of customised whiteboard, blackboard or coloured surfaces that are magnetically-receptive.

The new self-adhesive FerroSoft films conform to REACH and are available immediately in a 12 m x 1.01 m format.

For further information and samples, please call ASLAN on +49 (0) 2204.708 80 or visit 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 since 1950. 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.