

PRESS RELEASE 06/2017

**ASLAN WrapTheHouse in matt and transparent:
New self-adhesive digital printing films for creative wall and facade decorations**

In the form of WrapTheHouse ASLAN DFP 45, ASLAN, the German manufacturer of specialist self-adhesive films, provides a digitally printable solution for easy and flexible decoration of rough wall surfaces in glossy white. For successful application in places where reflections ought to be avoided, users now have a choice of two new digitally printable, matt facade films, either white or transparent. These self-adhesive films retain their matt finish even after application and do not require any additional protective laminate.

All three variants come with a special weather-proof adhesive, providing reliable outdoor durability of at least three years on structured wall surfaces such as rough plaster, concrete or masonry. In addition, the self-adhesive films can be removed easily in one piece and without leaving residues after an application time of up to six months.

Any structured facade can thus be turned into an effective advertising space in a short space of time for temporary promotions and sales campaigns. The new low-reflective variants, WrapTheHouse matt ASLAN DFP 55 and WrapTheHouse transparent ASLAN DFP 65, are ideal for customised wall designs for interiors and shops.

What is more, WrapTheHouse transparent ASLAN DFP 65 can be used to decorate rough walls with sharply contoured 'cut-out' letterings and images quickly and easily. There is no need for cropping, plotting, weeding or taping, and even delicate patterns and detailed colour gradients can be achieved with ease.

With a thickness of 80 µm, these flexible PVC-films are an ideal, fully removable alternative to banners, signs, billboards and murals. All three ASLAN WrapTheHouse self-adhesive films can be printed with high-quality results using solvent, eco-solvent, latex or UV-curing inks. They are available in 25 m x 1.37 m.

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.