

PRESS RELEASE 11/2018

**MetalLux ASLAN SE 50:  
Champagne for everybody – noble metal effect films by ASLAN**

ASLAN, the German developer, manufacturer and marketer known as a specialist in self-adhesive films, expands its portfolio of special effect films: as of now, the new **MetalLux ASLAN SE 50** in champagne and platinum are available. The noble shades impress by their elegant appearance, are trendy and timeless at the same time.

Applied to a smooth, homogeneous surface the matt shades come into full effect. While champagne creates a warm ambience, platinum brings a touch of cool elegance to every single room. The self-adhesive films can be used for full surface designs or for spectacular selective highlights by plotted logos and letterings.

Due to their 50 µm thickness both champagne and platinum are particularly easy to handle and to apply. ASLAN recommends a dry application but wet application is possible as well – this reduces static charges and makes repositioning even easier. In this case, water has to be pressed out completely and carefully by using a squeegee. Slight signs of usage, that can also be caused by using a squeegee, are easily removable with a microfiber cloth.

Both films champagne and platinum are perfectly suited for shop fitting, exhibition stand design, visual merchandising and interior design. Especially designed for the decoration of smooth surfaces the self-adhesive metal effect films are ideal for flat areas on furniture and ceiling or wall panels – no matter if applied to large areas as full surface design or as an individually set highlight. Surfaces should be cleaned thoroughly to let the noble appearance come into full effect.

**MetalLux ASLAN SE 50** champagne and platinum have an outdoor durability of 2 years and are available in the dimensions 25 m x 1.25 m.

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

For any questions concerning this press release, please contact:

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About ASLAN:

ASLAN, Schwarz GmbH & Co. KG is an independent, owner-managed 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. Further information is available at [www.ASLAN-Schwarz.com](http://www.ASLAN-Schwarz.com).