

14th May 2019

**Foamalux Calibre: High Performance Print Media launched at FESPA 2019**

Brett Martin (stand B5-G60, 14th – 17th May 2019), a specialist in the production of plastic products for the print, display and signage sectors, today announces the launch of the latest addition to its well-respected Foamalux range at FESPA 2019 in Munich.

Brett Martin’s Foamalux Calibre is manufactured from PVC using exciting new technology. It has an exceptionally hard, silky smooth finish and an extremely lightweight core, making it ideally suited to a wide range of applications in the print, display and signage sectors. Strong, durable and easy to handle, Foamalux Calibre comes in 1220mm x 3050mm sheet sizes at 10mm, 19mm and 30mm thicknesses.

Simple to cut and router, Brett Martin’s latest Foamalux product has excellent printability and graphics adhesion.

“Foamalux Calibre is a fantastic addition to an already world-renowned range of PVC substrates,” says Duncan Smith, Sales Director at Brett Martin. “We’re delighted to be presenting it here at FESPA and demonstrating its capabilities as a high performance print media at Europe’s largest trade exhibition for wide format and speciality print. We invite visitors to come to our stand and see Foamalux Calibre’s capabilities for themselves. It is available to view both as a sample sheet and as a creative application (an F1 racing car) which demonstrates something of its huge potential.”

Alongside the headline new product, Brett Martin is also using FESPA to exhibit its wider, established Foamalux range: Foamalux White, Foamalux Colours, Foamalux Ultra and Foamalux Xtra. One of the world’s leading and most extensive brands of foam PVC sheet, Foamalux has earned itself a deserved reputation for quality and performance in signage, display and print.

Brett Martin will also be displaying its extensive, high-performance polycarbonate, polyester and acrylic sheets – Marlon FS Polycarbonate, Marpet FS PET and Marcryl FS Acrylic. Offering strength, durability, and visual clarity they provide the ideal solution for a huge variety of products in the print and display market, from point of purchase displays, to illuminated signage, to poster covers, light boxes, leaflet holders and more.

Duncan concludes: “We look forward to welcoming visitors to the Brett Martin stand, where they can speak to our experts about both our new and established plastic products.

“At Brett Martin, we actively engage with the world’s top manufacturers of wide format printers to ensure that our range of products is continuously improving and performing to the highest possible standard. But we don’t just focus on products – the support we offer our customers beyond the purchase stage is of equal importance. Brett Martin wants to give people the tools and the knowledge to let their creative imaginations fly and create stunning products to inspire and delight in equal measure.”

**ENDS**

**About Brett Martin:**

UK-based Brett Martin employs over 800 people across several locations throughout the UK and Europe, and is a market leader in the manufacture of specialist plastic products for construction, roofing, engineering, print and display. The company exports over 50% of its £110 million turnover to more than 70 countries worldwide.

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