

**31st March 2016**

**BRETT MARTIN HIGHLIGHTS INNOVATIVE SOLUTIONS FOR THE PRINT AND DISPLAY INDUSTRY**

It has proven to be yet another successful year at FESPA Digital for Brett Martin, as the company’s range of direct to print plastic substrates attracted a wide variety of visitors to the stand throughout the course of the show (RAI, Amsterdam, 8th – 11th March). Among these substrates was Coexcell, the latest addition to the manufacturer’s foam PVC sheet range, as well as new thin gauge options for Brett Martin’s Marpet-g FS PETg and Polycarbonate ranges.

“For Brett Martin, FESPA continues to be a must-attend exhibition. The show is proving to go from strength to strength, attracting the right audience and creating a strong pull for any new or existing distributors and printers,” explains Hayley Lowry, Group Marketing Manager at Brett Martin. “The exhibition has been a great opportunity to showcase our excellent direct-to-print substrates and our new offering to members of the print and display sector.”

FESPA Digital ‘16 saw Brett Martin exhibit its market leading Foam PVC Range (Foamalux White, Foamalux Colour, Foamalux Ultra and Foamalux Xtra), as well as its popular Transparent Sheet Range (Marlon FS Polycarbonate, Marpet-g FS PETg, Marpet-a FS aPET and Marcryl Acrylic), which is one of the broadest available in Europe.

The new thin gauge products for the Marpet-g FS PETg and Polycarbonate ranges come in various options: 0.5mm, 0.75mm, 1mm and 1.5mm. Offering exceptional ease of workability and thermoformability at low temperatures, the thin gauge range features outstanding durability for lower sheet thicknesses and is the perfect choice for projects that require outstanding optical clarity and light transmission. Typical applications include a wide range of sign and display applications, point of sale equipment, illuminated advertising signs, displays and graphic arts.

Also on display was Coexcell, Brett Martin’s premium printing, cladding and fabrication sheet that comprises a co-extruded solid PVC skin and foamed PVC core. Combining excellent strength and rigidity with ease of workability, the substrate is ideal for signage, POS, retail and exhibitions.

“We are very pleased with the number of visitors to our stand during FESPA Digital, and we are looking forward to continuing the positive discussions with more members of the industry at Drupa in a couple of months,” concludes Hayley. “It is an exciting time to be involved in the print sector and we are optimistic that our offering will inspire prospective clients to investigate new product opportunities.”

**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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