

**11th June 2018**

**Brett Martin displays new anti-reflective sheets at successful FESPA 2018 Global Print Expo**

Brett Martin, a specialist in the production of plastic products for the print, display and signage sectors,

enjoyed another rewarding year at the FESPA Global Print Expo (15th-18th May, Berlin Messe). The plastic sheet manufacturer displayed its range of extensive Foamalux Foam PVC and transparent sheet ranges at the show, including three recently launched anti-reflective products: the Marlon FS AR polycarbonate, Marpet-g FS AR PETg and Marpet-a FS AR aPET.

“FESPA continues to be a must-attend exhibition for Brett Martin,” says Duncan Smith, Sales Director at Brett Martin. “Year on year the show sees increasing numbers, pulling in the right audiences for printers and distributors alike. Once again FESPA has provided the perfect platform for us to showcase our leading Foam PVC range and a trio of new transparent sheet products to the print, signage and display sectors.”

The three new additions to its popular transparent sheet ranges, Marlon FS AR polycarbonate, Marpet-g FS AR PETg and Marpet-a FS AR aPET, are made for signage, POS, poster covers and as protective screens. Their finely embossed surfaces act to reduce surface light reflection, giving anti-reflective qualities while providing high optical clarity of printed material. Joining an already exceptional range, the anti-reflective sheets vary in size from 0.75-1.5mm thick at a sheet width of 1.25m.

Brett Martin also exhibited its leading Foam PVC range: Foamalux White, Foamalux Colours, Foamalux Ultra and Foamalux Xtra. InkTec, manufacturer of Jetrix printers, inkjet ink and media ran live demonstrations using Foamalux White on its stand throughout the show. The results spoke for themselves: “The product printed perfectly on both our UV and UV-LED machines, providing a base for vibrant prints with zero static issues,” explains Ben Woodruff, Sales Manager at InkTec. “The visitors to our stand were very impressed with the results of the print work and I would have no hesitation in recommending Brett Martin’s Foamalux to any of our customers.”

Duncan Smith concludes: “FESPA 2018 was a very vibrant show led by digital printing innovations. Visitor numbers to our stand went beyond expectation and lead generation is up 48% year on year.  The show attracted a wider audience than ever before and we saw many new faces as well as our established distribution partners. The organisation, as always, was impeccable and we will continue to include FESPA on our exhibition calendar.”

**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.

**Further information:**

Daniel Porter Hayley Lowry

AD Communications Marketing Manager, Brett Martin

Tel: + 44 (0) 1372 464470 Tel: +44 (0) 28 9084 9999

Email: [dporter@adcomms.co.uk](mailto:htolino@adcomms.co.uk) Email: [Hayleylowry@brettmartin.com](mailto:Hayleylowry@brettmartin.com)