**PRESS RELEASE**

15th May 2018

**LINTEC TARGETS PREMIUM RETAIL SECTOR**

**WITH NEW ANTI-GLARE FILM**

LINTEC EUROPE is launching a hard-coated, scratch-resistant anti-glare film. Featuring exterior durability and optimum see-through vision, the AR-2200UH film has been designed specifically for premium retail applications and will be displayed on the LINTEC EUROPE stand at FESPA GLOBAL PRINT EXPO 2018 (15th – 18th May, Messe Berlin, Hall 6.2, Stand A10).

Andy Voss, Managing Director of LINTEC EUROPE, says: “Glare often proves to be a challenge for brick and mortar retailers, as reflectance can prevent customers from looking directly into window displays when they are exposed to bright sunlight or strong artificial light sources. However, as conventional window films compromise the visibility of the displays, business owners need to look for other ways to eliminate or reduce reflectance. This is where an anti-glare window film such as LINTEC’s product makes for an effective solution, as it allows customers to enjoy a clear, uninterrupted view.”

LINTEC’s AR-2200UH film represents a cost effective countermeasure to combat reflected light. Featuring 99% of ultraviolet light blocking properties, the substrate offers superior UV resistance give it a highly extended lifespan, maintaining performance over time without degradation. The AR-2200UH film has been created for both interior and exterior use and will result in higher performance when two films are applied on different sides of the same window surface.

Andy Voss explains: “If the film is applied solely to the inside of a window surface, the reflectance drops to 5.5%. If however two films were applied to both the inside and the outside of the window, then the performance is significantly heightened, with reflectance dropping to 2.4%. The visual barrier caused by the glare is virtually removed.”

The LINTEC EUROPE team plans to use AR-2200UH film samples on the company stand at FESPA 2018 to demonstrate the capabilities of the product to visitors. “By using panels to display the film’s properties, visitors will be able to fully appreciate the benefits of this product,” concludes Andy. “FESPA provides an ideal platform to showcase this innovation and our wider offering to an international audience.”

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**About Lintec Europe**

LINTEC EUROPE (UK) LTD is a European supplier of specialist adhesive materials and films for label, graphic, print and visual communication applications.

The company’s extensive portfolio includes a wide variety of high performance label stocks, window films, wide format and graphic media, as well as a range of speciality products, such as automobile-use adhesive products and industrial films and tapes. LINTEC also develops and manufactures a variety of speciality papers, such as casting papers.

LINTEC EUROPE (UK) LTD is a wholly owned subsidiary of LINTEC Europe B.V. based in Amstelveen City, the Netherlands.

For further information regarding LINTEC EUROPE (UK) LTD, please visit: [www.lintec-europe.com](http://www.lintec-europe.com)

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