**PRESS RELEASE**

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**LINTEC LAUNCHES RECYCLED FILM FOR SCREEN AND DIGITAL APPLICATIONS AT FESPA 2018**

LINTEC EUROPE will use FESPA GLOBAL PRINT EXPO 2018 (15th – 18th May, Messe Berlin, Hall 6.2, Stand A10) to raise awareness of sustainable manufacturing practices within the graphic, print and visual communication industries. Among the products to be featured on the company’s stand will be Re-Pop RE505S RECYCLED, a clear, lightweight, dry apply film aimed at the POS and retail markets for short-term promotional campaigns. Re-Pop is Lintec’s first film to be manufactured with a minimum of 80% recycled PET material.

Andy Voss, Managing Director of LINTEC EUROPE, says: “The pace of change within the signage and wide format industries continues to accelerate at a consistent rate, with more diverse applications appearing every year. Sustainability and environmentally friendly practices are topics of great interest, a trend that is no doubt being driven by an increased awareness and a desire to ‘go green’. As a result, businesses are becoming more environmentally conscious and a growing number of customers are requesting more eco-friendly substrates. Re-Pop is one of these products.”

A non-PVC dry apply adhesive, 50-micron polyester film, Re-Pop RE505S RECYCLED addresses the quality and environmental issues associated with traditional, highly plasticised ‘cling’ PVC window films. It is durable, offers improved see-through and dimensional stability qualities and is easy to apply, removing the need for professional installation or removal. The film’s paper release liner means that it can be used for screen, UV digital and litho print.

Highlighting the film’s green credentials, Andy says: “We have always been advocates of non-PVC composition films because of their print quality, durability and eco-credentials. RePop’s features and properties are reflective of this. The facestock comprises over 80% of recycled PET materials in its content, which derives from discarded plastic bottles. This recycling method reduces the consumption of petroleum resources, as well as resulting in a 24% reduction in C02 during the manufacturing process. Overall, this represents a small yet significant step forward towards the preservation of the environment.”

Re-Pop RE505S RECYCLED’s flexibility and efficiency provides end-users with considerable scope to rebrand and refresh their campaigns as often and as quickly as required, with a high quality promotional glass manifestation product that stands out. When the display needs to be changed, the film can be seamlessly peeled off.

Andy concludes: “Our pioneering technologies open up a host of opportunities and applications that suit this dynamic market. They can cater from the medium to high-end areas of graphic design, growing profitable new revenue streams and creating an exciting niche that will attract existing and prospective customers. We look forward to presenting our wider portfolio to stand visitors over the course of the show. I am confident visitors will appreciate the ways in which our products can play a significant role in enhancing their service offering within the POS, retail and interior décor markets.”

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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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