

August 13th 2019

**Brett Martin to showcase its high performance, rigid print media at PRINTING United**

International rigid plastic media manufacturer, Brett Martin, will be presenting the latest addition to its Foamalux range for the print, display and signage sectors – Foamalux Calibre – along with its well-established range of Foamalux products at PRINTING United (**October 23 – 25, 2019: Kay Bailey Hutchinson Convention Center, Dallas, Texas. Booth 7952, Wide Graphic & Wide Format Exhibit Hall**). Brett Martin’s transparent sheet ranges, Marpet FS and Marlon FS, will also be on display.

“After such a successful attendance at last year’s show, Brett Martin is excited to be returning to PRINTING United once again,” says Duncan Smith, Sales Director at Brett Martin. “This exhibition gives us the perfect platform to demonstrate to key US-based decision makers in the print and display industry the capabilities of our world renowned plastic sheets.

“This industry is a highly competitive one and printers are always looking for solutions that can provide the most impactful print work. At Brett Martin, we strive to produce substrates and media to facilitate creativity and inspiration – it’s something we take incredibly seriously and we are immensely proud of our track record. We also recognise the increasing importance of sustainable activities in the print, sign and display sectors. Many companies are assessing their green credentials and we’re delighted to be bringing along our recycled PVC solution, alongside our newest high quality, high performance PVC substrate, Foamalux Calibre.”

With an exceptionally hard, silky smooth finish and an extremely lightweight core, Brett Martin’s Foamalux Calibre, available in 1220mm x 3050mm sheet sizes at 10mm, 19mm and 30mm thicknesses, is ideally suited to a wide range of applications in the print, display and signage sectors. Strong, durable and easy to handle, Foamalux Calibre has excellent printability and graphics adhesion and is simple to cut and router.

“Foamalux Calibre’s hard, silky surface makes it ideal for printing and engraving,” continues Smith. “This cost-effective, efficient substrate is also ideal for lamination, due to its advanced thickness tolerance and smooth flat finish. Its unique homogenous core also allows for a smoother, flatter edge – ideal for cut out applications.”

Brett Martin will also be exhibiting its wider, established Foamalux range, featuring Foamalux Ultra, Foamalux Xtra, Foamalux White and Foamalux Colours. 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.

Foamalux Ultra, a strong and durable, rigid foam PVC sheet with a high gloss finish, is available in seven colours: red, yellow, green, blue, grey, white and black. Featuring a co-extruded gloss surface, Foamalux Ultra offers improved UV protection and stability over standard foam PVC for external applications.

Manufactured from up to 80% recycled content recovered from production and post-consumer signage waste, Foamalux Xtra is Brett Martin’s answer to green substrate alternatives. It comprises a recycled black core, sandwiched between one or two surfaces of premium quality, virgin white PVC, providing the optimum surface for signage and display printing. “Foamalux Xtra is a primary example of Brett Martin’s commitment to reducing our carbon footprint,” continues Smith. “In fact, at our headquarters in Northern Ireland, we utilise renewable resources to such an extent that 25% of our facility’s power is produced by our designated solar farm and wind turbine.”

Brett Martin’s other Foamalux products include Foamalux White and Foamalux Colours. UV stable and suitable for digital printing, Foamalux White is a direct-to-print PVC substrate available in thicknesses from 1-24mm, and Foamalux Colours, one of the leading coloured Foam PVC sheets available on the market, is available in a vibrant palette of 15 colours as standard.

Two of Brett Martin’s transparent sheet ranges, Marpet FS and Marlon FS, will also be on display. Possessing outstanding clarity, durability and thermoforming capabilities, Brett Martin’s transparent plastic sheets 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.

“We look forward to welcoming visitors to our stand, whereby our team can explain the benefits of each and every product,” concludes Smith: “On top of our plastic sheet ranges, Brett Martin is also especially proud of the support we offer our customers beyond the purchasing stage, ensuring they have the tools and the knowledge to create striking, highly impactful print work.”

The following Brett Martin products will be on display at PRINTING United:

Foamalux range:

* Foamalux Calibre
* Foamalux Ultra
* Foamalux Xtra
* Foamalux White
* Foamalux Colours

Transparent Sheet range:

* Marlon FS Polycarbonate
* Marcryl Acrylic
* Marpet-g FS PETg

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**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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