**NEWS RELEASE**

**New ImagePerfect SafeTouch film delivers maximum protection against bacteria to support good hygiene practices**

**Bristol, UK 29 June 2020 –** Spandex, the one-stop supplier of innovative solutions to the sign, graphics and display industries is launching ImagePerfect SafeTouch, an antimicrobial laminate for use in environments where it’s important to minimise the spread of bacteria on surfaces.

ImagePerfect SafeTouch (IP 2830-111) is an 80 micron clear film, available in gloss and matt finishes. The film incorporates the highly effective antimicrobial agent zinc pyrithione and delivers over 99.99% proven protection against the growth of a range of common bacteria, fungi and parasites.

These include Escherichia coli (E. coli), Staphylococcus aureus (Golden Staph), Methicillin-resistant Staphylococcus aureus (MRSA), Salmonella, Listeria, Klebsiella pneumoniae (K. pneumoniae), Enterococcus faecalis (E. faecalis), Pseudomonas aeruginosa and Legionella pneumophila.

The antimicrobial agents are encapsulated in the film layer rather than being applied as a coating. This ensures that the product’s protective properties are preserved even with regular abrasive cleaning, delivering guaranteed protection for three years.

The product is designed for interior flat applications such as markings and decorations, counters, desks and doors in environments requiring high levels of hygiene, for example retail spaces, public transport, healthcare and education settings, hospitality and leisure businesses, and event locations. The anti-microbial laminate inhibits the growth of microbes on the surface by depriving them of the conditions they need to survive and spread.

Thanks to its clean-peel, semi-permanent, solvent-based adhesive, ImagePerfect SafeTouch is suitable for direct application to surfaces. The film’s high transparency means that the natural aesthetic of the original surface can be retained. It can also be used for over-lamination of printed surfaces, after 48-hour ink drying time.

ImagePerfect SafeTouch is fully resistant to frequent cleaning with solvents such as 70.0% ethanol, 0.1% IPA and 5.0% benzalkonium chloride.

Stefano Nigrone, Director of ImagePerfect at Spandex, explains: “ImagePerfect SafeTouch gives customers an important new choice – the maximum level of anti-microbial protection, guaranteed for three years, with the application flexibility of a PVC material and a solvent-based adhesive, at a competitive price point. Ultimately, this will help more businesses to safeguard their staff and customers by adding bacterial protection to a variety of surfaces, at a time when public sensitivity around hygiene has never been higher.”

ImagePerfect SafeTouch has been independently tested by 3A Laboratori (accredited UNI CEI EN ISO/IEC 17025, and certified UNI EN ISO 9001). The product will be available from stock from July 2020.

ENDS

**About Spandex**

Spandex is one of the world’s leading trade suppliers to the sign making and display industries. The company is specialised in marketing, sales, distribution and support of sign making equipment and materials, digital printing solutions as well as sign- and directory systems. Representing the leading brands for graphic solutions, Spandex serves a vast number of customers that rely on Spandex’s broad range of solutions, professional advice and service as well as customised solutions. For more information, please visit [www.spandex.com](http://www.spandex.com).

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