**SPANDEX OFFERS NEW IMAGEPERFECT EVERGREEN MATERIALS RANGE**

***Ground-breaking product concept helps customers reduce environmental impact***

**UK, Bristol, November 2nd 2022 –** Spandex is offering sign-makers and graphics producers a significant new choice of environmentally responsible materials with the addition of **ImagePerfect™ EverGreen**. This ground-breaking portfolio of eco-friendlier self-adhesive films does not compromise ease of application or performance, and comes at prices comparable with conventional alternatives.

ImagePerfect EverGreen is not only PVC-free, but prioritises sustainability in several components of the product, including the surface film, adhesive and liner, as well as how the rolls are presented, protected and packaged.

The ImagePerfect EverGreen range comprises eight digitally printable white films offering matt and gloss finishes with a range of adhesive systems (PerfectApply, permanent and high-tack), plus a printable clear laminate film. The printable films are consciously designed to be compatible with latex and UV digital printing technologies. The ImagePerfect EverGreen coloured signage range includes 22 different films, including black and white in gloss and matt finishes and 18 contemporary colours, with a bespoke colour matching service for specific one-off customer requirements.

Ben Scammell, UK Sales Director, Spandex, comments: “Customers regularly ask for more environmentally responsible film choices, with a particular drive to reduce their reliance on PVC. Until now, we’ve been able to suggest some PVC-free products, but ImagePerfect EverGreen is in another league. It addresses many aspects of the end-to-end product lifecycle, offering an environmental step-change without a price premium. With products like this, guiding clients towards more planet-friendly options will fast become a no-brainer. That’s great news for the environment and for visual communications businesses who want to do the right thing while still making healthy margins.”

ImagePerfect EverGreen products are **100% free of PVC and plasticiser**, offering the well-documented environmental advantages of PVC-free products while retaining the handling characteristics, flexibility and durability of PVC films. The material used is polyolefin, which is free of toxins such as dioxins and furans and is readily recyclable into a range of consumer products.

In addition, the new range incorporates an advanced, water-based **adhesive system** that is 100% solvent-free but retains the excellent adhesive performance expected by customers for stability and durability of applications. This contrasts with the solvent-based adhesives used in the manufacture of many PVC-free products.

Environmental innovation also extends to ImagePerfect EverGreen’s specially sourced **liner paper**, a 100% recycled, FSC certified base paper with an LDPE (low-density, polyethylene) coating that is free of petro-chemicals. This special liner requires 60% less CO² to manufacture than a typical liner material.

The **roll supports** (core holders/end bungs) used for ImagePerfect EverGreen also offer a significant environmental and strength advantage compared with the conventional polypropylene roll supports used to deliver most film products. The IP EverGreen roll supports are manufactured using a granulate of FSC-accredited recycled paper and recycled LDPE, resulting in a 100% recyclable material.

Both the liner paper and roll support material used with ImagePerfect EverGreen are unique among products available in the graphics industry today. Consideration for the environment also extends to the **biodegradable bags** used to protect rolls of IP EverGreen in transit and storage.

Likewise, the **boxes** used to package IP EverGreen products are made from unbleached cardboard, manufactured from sustainable, FSC-certified sources. The boxes are specified to be fully fit for purpose without using plastic-based tapes, and they carry detailed recycling and/or disposal instructions for all the individual product components, helping customers to continue the IP EverGreen ethos right through to the end of the products’ life.

ImagePerfect EverGreen materials are coated and converted in the UK using **raw materials** from European producers to minimise carbon footprint.

ImagePerfect EverGreen is available from Spandex UK from 1st November 2022. For further product information, visit <https://shop.spandex.com/en_GB/s/ImagePerfect-Evergreen>

ENDS

**About Spandex**

Spandex is one of the world´s leading trade suppliers to the sign making and display industries. The company is specialized in the 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 in the industry, Spandex serves a vast number of customers that rely on Spandex’s broad range of solutions, professional advice and service. For more information visit www.spandex.com

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