

**PRESS RELEASE**

**29 January 2025**

**Tectex showcases new aluminum textiles solutions at C!Print Lyon**

**Tectex**, a global manufacturer and distributor of printing media and accessories for digital printing, decoration and events professionals will be showcasing its new aluminum solutions for textiles, banners, and rigid sheets at C!Print Lyon, France, 4-6 February, 2025, on booth 2M21.

Alongside its new product solutions, the company will also be launching its new swatchbook concept, a new tool that has been created to support its customers to more easily identify the solutions they need for their operations – from the structures, profiles and materials they may need to the accessories and tools to implement them.

Customers at the show will also have the opportunity to discuss with experts on stand **tectex**’s latest sustainability projects aimed at extending the lifecycle of products – by recycling, reusing, or repurposing textiles - at the end of life stage.

Mathieu Bitsch, **tectex**, General Manager, says: “As leaders in printable textiles and accessories solutions for the French market, we’ve worked alongside printers, graphic arts professionals and event specialists for the past 25 years. This deep seated market expertise, allows us to constantly innovate in accordance with market demands and develop the supports and fabrics to better support the visual communications market of tomorrow. This customer-centric approach is clear across the new solutions we’re presenting at C!Print Lyon and informs our wider approach to sustainability across our operations which I look forward to announcing more details on in due course.”

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**About Tectex**

**Tectex** is a French manufacturer and distributor of printing media and accessories for digital printing. Headquartered in the East of France, **tectex** has been working alongside decoration and events professionals for over 20 years which allows it to understand and manufacture the flexible substrates and aluminium solutions that they need.

The company has extensive expertise in PVC banners and textiles (black.tex, trico.tex, lumi.tex, etc.), which is compatible with different printing technologies, complemented by real life experience in aluminium, including the frame.tex range of textile frames and light boxes.

To learn more about our comprehensive range of products and services, please visit www.tectex.fr or email info@tectex.fr.

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