

## Application Story

### “THE BAND PLAYS COME RAIN OR COME SHINE!”

A special application with Folex Longlife Pro Matt WO

In spring 2013 the marching band Swarovski Musik Wattens from Tirol, Austria, was searching for an alternative for paper for the reprint of their music notebooks. The new material should fulfill the following requirements: anti-reflective, water and good light resistance. They considered the use of films and finally found what they were looking for at Folex: Long Life Pro Matt WO complied perfectly with the desired requirements and is now being used as the material for the notebooks.

### “...A MARKET GAP”

In an interview with Folex Mr. Schwanninger, chairman of the marching Band Swarovski Musik Wattens, is delighted regarding Longlife Pro Matt WO:



Figure: Markus Schwanninger, chairman of Swarovski Musik Wattens

**Folex:** Mr. Schwanninger, what was the main criteria for a material?

**Markus Schwanninger:** Our notebooks needed to be reprinted and we were searching for a tear resistant material. As we are often playing open air concerts the material had to offer good water and light resistance. The film Longlife Pro Matt WO in 0.190mm met this criteria. Hence we will be using marching books printed on Longlife Pro Matt WO as from spring 2013.

**Folex:** What are the advantages of films for printing notebooks?

**Markus Schwanninger:** Especially if it rains paper disintegrates easily and becomes unreadable due to the moisture. To avoid this notebooks are often over laminated. In turn this tends to make the notes difficult to read in strong sunlight, as they are too reflective. With the use of matt films we “kill two birds with one stone” – they are water-resistant and are not shiny when it’s sunny. Furthermore the films can be easily copied.

**Folex:** Do you think that Longlife Pro Matt WO could also be an alternative for other marching bands?



Figure: Longlife Pro Matt WO is waterproof

**Markus Schwanninger:** From our point of view the use of tear proof, water-resistant and anti-reflective films is a market gap in this sector and we are convinced that this robust type of notebook will appeal to many marching bands.

**Folex:** Mr. Schwanninger, thank you for the interview!

### LOGLIFE PRO MATT WO – THE “LONG LIFE” IMAGING SOLUTION

Longlife Pro Matt WO can stand up to extreme and difficult environments without the need for further finishing steps like lamination. It is a specially coated film using high quality PET white polyester with a smooth matt, attractive surface which is printable either side. It is tear and rip resistant and is ideal for applications where paper is simply not up to the job. The film also benefits from good water resistance. Images are bonded to the film with strong toner adhesion thanks to its special coating. It has the look of paper, but with long life, archival, tear free protection. Therefore it’s especially suitable for maps, presentations, plant labels or as in this example - notebooks.

## FOLEX LONGLIFE PRO MATT WO

So that you can always hit the right note.

### ADVANTAGES AT A GLANCE

- Polyester film
- Image printable both sides
- Attractive non reflective, matt white finish
- Tear resistant and waterproof alternative to paper
- Good light resistance
- Can be die-cut, punched and perforated
- Good compatibility with colour laser presses, printers and copiers from Canon, HP, Konica, MGI, Océ, Ricoh, Toshiba, Xerox etc.

### APPLICATIONS

Menus, manuals, POS, maps, presentations, labels, banners, bookmarks, membership cards, tags etc.

### SUPPLY FORMATS

Formats: A4, A3, SRA3

Thickness: 0.090 / 0.115 / 0.140 / 0.190 / 0.265 / 0.350 mm

Article Number: 29738.XXX.XXXXX

### WHO ARE WE?

For over 20 years Folex has manufactured clear, white opaque, self-adhesive and self-adherent films as well as Photo and Transfer papers especially coated for colour laser technology. The materials are suitable for different marketing applications such as POS, presentations, labels, photo prints, textile print etc.

### THE MARCHING BAND SWAROVSKI MUSIK WATTENS

The Austrian symphony orchestra Swarovski Musik Wattens was founded in 1900 by workers of the well known Swarovski crystal manufacturing company. It has a repertoire covering almost 5 centuries – starting with the music of renaissance, baroque, classical and romantic to the works of contemporary composers. Needless to say it has a strong emphasis on the continuation of Austrian music using brass instruments. Today Swarovski Musik Wattens consists of ca. 70 musicians who love interpreting music and who entertain their audience at various concerts, tours and TV-performances.



Figure: Marching Band Swarovski Musik Wattens

Interested? If required we will be pleased to send you also material samples. Please do not hesitate to contact us, as we will be happy to assist you.

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