

## AVOIDING SINGLE USE PLASTICS IN SIGN MAKING – THE FOLEX GROUP PROPOSES ANSWERS

Schwyz, 25.11.2020 - The packaging industry is under pressure. Pictures of polluted seas are present in the media and force action. Disposable packaging is increasingly being regulated at the European level. This is why recycling quotas are increasing; in Germany, a large proportion of consumer waste is now being recycled.

The area of sign making and digital printing is much less in the focus of public interest. But anyone who has once watched the clean-up work on the dismantling day of a major trade fair knows that there is still a lot to do here. The beautiful world of advertising graphics at exhibitions is mostly made for one event and then ends up in the trash. It doesn't look much better with outdoor advertising and point-of-sale graphics. Short operating time - then into the bin. Much of it is contaminated plastic: coated, printed, glued. An almost unsolvable challenge for separation and recycling or even a real circular economy.

**FOR TWO OF THE PARTICULARLY CRITICAL PLASTIC MATERIALS FOR LARGE FORMAT PRINTING, THE FOLEX GROUP IS NOW BREAKING NEW GROUND IN ORDER TO BE ABLE TO PROVIDE TANGIBLE ANSWERS TO THESE UNCOMFORTABLE QUESTIONS ABOUT SUSTAINABILITY.**



The first new product launched is a backlit film for water-based inks and latex inks, which is traditionally made of polyester. The new Dialux® R-50 is based on a 0.175 mm PET film which consists of at least 50% recycled material - mainly from plastic bottles. In terms of printability and possible use, it does not differ from its oil-based predecessor. But when it comes to sustainability, a big step is finally being taken in a new direction.

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## FOLEX TAKES AN EVEN BIGGER STEP BY USING THE NEW "SPLIT-AND-RECYCLE" TECHNOLOGY FOR COATED DISPLAY FILMS.

The Folex Group presents a concept in which 65% of a roll-up film become pure, perfectly recyclable plastic by simply pulling off the print graphics together with the coating. The first product in this series is the REGU® Pure Active Release 200 rollup film. It is based on a polypropylene film, the coating of which can be removed without residue after the end of its service life. The amount of residual waste that can only be incinerated or dumped of 100 roll-up graphics drops significantly: from approx. 40 kg to less than 15 kg.

The idea of sustainability will also play a central role in the choice of distribution channels for the new products. Folex is looking for partners who, thanks to their distribution concept and after-sale service, are able to keep an overview of the product life cycle through to recycling and to train the print service providers accordingly. The contact person at Folex is Simon Warren, [simon.warren@folex.ch](mailto:simon.warren@folex.ch).

## ABOUT FOLEX

The Folex group specialises in the finishing and coating of films and specialities and has production companies based in Switzerland (Schwyz) and Germany (Cologne and Erlangen) that offer high-quality products and tailor made services for a wide variety of markets. Today Folex offers solutions for many sectors, from the printing industry or digital and large format printing, the office and home sector, all the way to primary products for the electronics industry. Visit us on [LinkedIn](#).

