

**FOR IMMEDIATE RELEASE**

## **Innovative and Sustainable New Products Launch at LabelExpo Americas**



**LABELXPO  
AMERICAS 2024**

**Charlotte, North Carolina, August 20th, 2024** – Polyart Group, a pioneering leader in specialty solutions on papers and films with manufacturing in the US, is excited to unveil its latest line of groundbreaking and environmentally responsible products at LabelExpo Americas show, taking place from September, 10th to 12th in Rosemont, Chicago, Illinois.

POLYART Group has integrated ongoing innovation and sustainable development into its 5-year business plan, with the entire Group contributing to its environmental and social governance (ESG) commitments. With an unwavering commitment to sustainability and innovation, the POLYART R&D team continues to strive for the highest quality in specialty coating and synthetic paper manufacturing by introducing these cutting-edge solutions designed to minimize environmental impact while delivering unparalleled performance.

The LabelExpo Americas show serves as the perfect platform for POLYART Group to showcase its dedication to both technological advancement and ecological preservation. As a Group committed to reducing its carbon footprint and its customers to reach their sustainability targets, Polyart Group is launching 2 sustainable substrates:



**r-Polyart®**, the first synthetic paper made of 30% post-consumer recycled material. It looks and prints like 100% virgin material, and has virtually the same mechanical properties, but has a lower carbon footprint. For industrial, VIP and prime labels.

The LabelExpo Americas 2024 floor map is printed on this sustainable material to ensure a lower carbon footprint to the show.

It is water and tear resistant, its elongation at break is even higher, it is resistant to a wide range of chemicals, it has an excellent printing and ink drying by conventional printing technologies and an excellent thermal transfer printing with a wide range of ribbons.

The range: 75 g/m<sup>2</sup> coated two sides - 80 g/m<sup>2</sup> coated one side - 90 g/m<sup>2</sup> coated two sides.



**Fiberskin® Tag**, an innovative tear and water resistant 100% paper that is totally recyclable, biodegradable and compostable, suitable for food contact, printable by Thermal Transfer, for sustainable tags, wristbands, water resistant labels...

It conforms to the packaging legislations concerning the packaging for fruit and vegetables for cellulose nets (anti waste AGEC law for a Circular Economy).

It is ideal for various applications: bands for fruit and vegetables, nets for fruit and vegetables (wineglass labels), food labels in cold and refrigerated environments, wristbands for amusement parks and nursery tags.

Designed for Flexography printing on both sides, it is Thermal Transfer printable on front side.

Fiberskin® Tag is easy to print and convert on your equipment.

The range: 90 g/m<sup>2</sup> - 135 g/m<sup>2</sup> - 185 g/m<sup>2</sup> - 220 g/m<sup>2</sup>

At the LabelExpo Americas show, the Polyart Group is also presenting its digital range: **Polyart Inkjet** and **Polyart Laser** ranges for digital printing.



And its extended portfolio of specialty papers and films: **Satinex**, **Fluolux**, **Fiberskin**, **Ultrametal** for prime and specialty labels, and durable tags.



**To know more visit us on stand #439** - [www.polyart.com](http://www.polyart.com)

## About POLYART:

POLYART Group is a leading specialty coating and film manufacturer. It was formed in 2020, by the merger between Arjobex, MDV, Tech Folien and Reisewitz.

The POLYART Group manufactures innovative and sustainable substrates, providing worldwide specialty solutions on paper and films encompassing printability, functionality, durability and security.

It is the inventor of synthetic paper in Europe under the Polyart brand and leader in fluorescent coatings under the Fluolux brand. Today, with 280 employees around the world, with sales of 83M€, POLYART Group has six production sites in France, Germany, Great Britain and the United States, as well as a subsidiary in India and two sales offices in Singapore and Shanghai.

Its brands, Polyart, Robuskin, Fluolux, Satinex and Fiberskin, are available in more than fifty countries. The POLYART group offers film and paper solutions for the market for industrial labels (chemicals, food, horticulture, pharmaceuticals, etc.), decorative (wines and spirits in particular) and security (brand protection) - a fast-growing global market but also for digital printing, display and bespoke coating.

Thanks to its innovative technologies, POLYART Group is accelerating the deployment of its sustainable solutions for all of its customers. The products Fiberskin (recyclable paper for short-term outdoor applications) and r-Polyart (film based on recycled plastic) are recent examples of this.

**[www.polyart.com](http://www.polyart.com)**

**LabelExpo Americas - Stand 439**

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