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PRESS RELEASE

For Immediate Release

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Kernow Coatings unveils new solutions at Fespa Munich – Stand A5-F25

For Kernow Coatings, Fespa Munich 2019 will be another milestone in the company's Wide-Format strategy. On this year's booth, the printing industry will have a new opportunity to discover not only Kernow's unique products but also a different approach to market, always focusing on customer's needs and expectations.

Offering benefits to distributors, printing companies, sign makers, appliers and end-users

For the coating specialist, offering new products is certainly not only about having something new or innovative to show. At the heart of it, it is always about having helpful solutions for the Sign and Print Industry. The Kernow team focusses on offering benefits to all links of the printing production chain from distributors, printing companies, sign makers and appliers through to the end users. This covers features like ease of printing thanks to bespoke coatings, PVC-free materials, adhesive for specific use and applications, certifications and so much more. Each new product needs to have something special to offer to be approved for the range.

KernowJet KlearWipe™ and WallShark™ are two new products that 100% match Kernow's strategy

KlearWipe is a long-term clear dry-erase lamination film with a very innovative surface, specially developed for long term dry-erase usage. Focus was set on guaranteeing perfect writability with all types of whiteboard markers as well as offering suitability for liquid chalk markers and opening new application opportunities for the film. Of course, the cleanability was another main topic and yes! - markers can always be erased without damaging the film and leaving any ghosting. Moreover, KlearWipe is the most scratch resistant dry-erase material you'll find in the industry. It is manufactured with a new adhesive designed for lamination on UV-cured inks (along with all the other inks) and for manual wet-application. It is compliant with the EN Standards EN71-3: 2013 which is required for the safety of the toys. KlearWipe will be offered in 1372 and 1524 mm widths.

WallShark is a new film for wallcoverings: it is self-adhesive, PVC-free, slightly textured, very stable and scratch resistant - it will not shrink even after longer application, and enables perfectly invisible butt-joint applications. The coating will offer excellent colour gamut options for all types of wide format inks. The 170µm film was developed from a very successful floor-graphics film FloorShark using the same shark-skin ink-receptive technology. The adhesive is designed for internal smooth walls, with an emphasis of a good adhesion and suitability on most wall paints and lacquers. The stability of the material is very forgiving and will certainly not distort or stretch when there's a need for repositioning during the application of the material. WallShark will be offered in 1372 and 1524 mm widths.



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“What's In It For Me?” A booth designed for a better understanding of products and applications

The best way to understand the use and potential of a product is to see it in a real application. On this year's booth, Kernow Coatings will extensively showcase its range of Metalik® films: applied as wallcoverings, window graphics, and samples of doming applications. Printed with or without white inks, unprinted, in silver, in gold, in rose-gold. With the support of Mimaki Europe BV, the material will also be printed and cut directly at the Kernow booth on a UCJV300 Series. Visitors will get information about all the technical details that make the product so unique and priceless in this industry.

Also to be re-discovered is the floor graphics film – KernowJet FloorShark® with an amazing perceptual illusion design at the booth. The success of the R10 certified product is huge all around the world. Renée Kruit, Wide-Format Product Manager says: “Is it because it's PVC-free or that you don't need to laminate? Or because it is so much more tear resistant than PVC and will not distort or stretch when applying? It's a combination of these features and more! With FloorShark you can cover big areas of floor and still have a perfect alignment of your panels, making it an industry favourite all over the world from the USA to Australia and New Zealand and everywhere in between.”

Kernow Coatings' team will be welcoming the sign and printing industry at FESPA Munich on stand A5-F25. For more information, please contact Renée Kruit, Product Manager - Wide Format at renee@kernowcoatings.com

About Kernow Coatings

Built on innovation, Kernow Coatings is the global leader in optimized high-performance coatings for print, security, engineering and industrial substrates. Printer OEMs and leading national brands trust and certify Kernow solutions for wide format and narrow format specialized print media – synthetics, self-adhesives, colours, metallics, fabrics and much more. As a research-based manufacturing company, Kernow delivers innovative products through the constant investment in talent and technology in three facilities located in Penryn, Cornwall, U.K. The company operates across Europe, the Americas, Asia, and Australia.