



SPRINT | December 2015

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HELLO AGAIN,



As the year comes to an end the big 2016 trade shows are approaching fast. While you are most probably organising and planning your participation at the shows, Sihl – the Coating Company are also planning the launch of the newest product developments at Heimtextil and FESPA. We look forward to greeting you!

A big topic at the shows will be dye sublimation printing. On pages 4-5 you can read a technical article about this process, with lots of background information and answers to the questions: How does dye sublimation printing work? What special features does it offer? How are the ten existing products from **SIHL SUBLI-COLOR** range setting new standards in this area?

This edition also contains information on two new products in the **SIHL DIGITAL IMAGING** assortment, which can be found in the categories Artist Specialties and Imaging Papers. More on page 8.

Indispensable and always fascinating are our success stories: this time current photography is quite literally taking off. After action cameras, photography drones are bringing us a whole new world of images. In order to portray these images in great detail, one has to print on media which makes brilliant large scale printing possible. For this application **SIHL MASTERCLASS Lustre Photo Paper 300 lustre 4844** has proven its qualities.

Recently Sihl opened a new application centre for digital printing. At the German plant, a range of current digital printing technologies, as well as processing solutions, are represented over 600 m² a complete, an insight into this can be found on pages 2-3.

At this point we would like to say a big thank you for the cooperative and constructive business over the last year. We wish you a relaxing holiday and a happy new year!



Left: Siegfried Zilliger
Right: Peter Studer

ADAPTION OF MANAGEMENT STRUCTURE

President of the Diatec Holding Spa Board of Directors will remain Cav. Lav. Diego Mosna. New to the Board of Directors are Lino Benassi and Peter Studer.

New CEO

Cav. Lav. Diego Mosna will continue management of the Italian operating businesses. New CEO of Sihl - Peter Studer will assume management of the operations of the Sihl Group and all their production businesses, including their respective sales organisations in Germany, France, Switzerland and the United States. Peter Studer, who has extensive experience within the paper industry, is General Manager of Sihl AG in Bern and has led the Sihl International Sales Team for the last two years.

Change in management

The new General Manager at Sihl GmbH, as well as for the distribution arm, Sihl Direct GmbH, is with immediate effect Siegfried Zilliger.

The 60 year old engineering graduate has been the Head of the Sihl 'Digital Imaging' Business Unit at the Sihl plant in Düren since the beginning of 2014. He has extensive experience and knowledge in coating and printing of sheet materials, and between 1986 and 2000 was a former employee of Sihl GmbH.

The long-standing General Manager, Heiner Kayser left Sihl GmbH at the end of September and will embark on a new professional challenge. The previously close cooperation and working relationship between Heiner Kayser and Siegfried Zilliger has ensured a smooth transition and allows continuity in the management of the company.

We would like to take this opportunity to thank Heiner Kayser for his great commitment and his unremitting dedication to the plant during his time at Sihl GmbH.



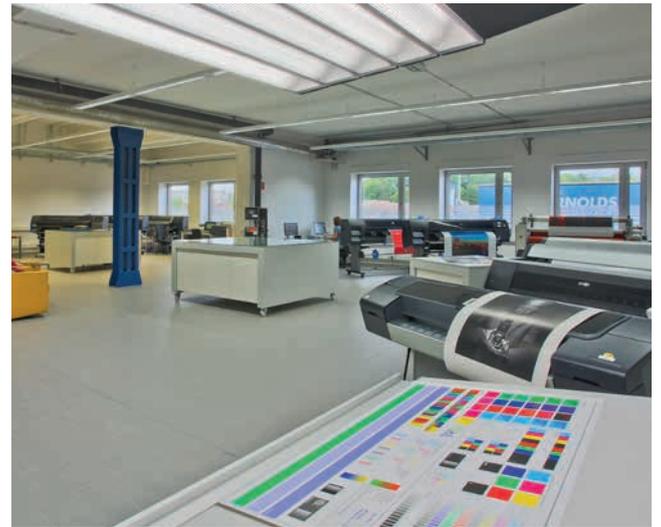
PRACTICE AND DEVELOPMENT FOR THE CUSTOMER

Since September Sihl boasts a new digital application centre. A complete range of current digital printing technologies and further processing solutions are represented across 600m² of the German plant.

The new application centre is located in the production rooms of the former printing area of the Düren plant. In former times, a classic printer 'Heidelberg Tiegel' stood in this area, now visitors can admire the latest trends in the digital printing market. Sihl have designed the rooms using elements of modern industrial designs while keeping the charm of the old printing area.

Market proximity and customer orientation are the cornerstones of the Sihl corporate strategy and guarantees for a successful business. To close in on the market, hence bringing the customers closer, a distinctive digital printing expertise and Know-How is necessary. Extensive tests under practical conditions are important for the marketing of top quality medias, backed up with the high advice competence of detailed knowledge of current digital printing technologies. To cover these Market advantages the application centre offers the ideal activities.

Customers can benefit in many ways: required customer specific profiles can be created direct in the application centre; the show room can demonstrate specific, unusual application cases upon request of customers.



Equipped to meet all requirements

A total of around 60 printers are in use, covering a wide range of technologies – from waterbased to solvent and latex printers to UV flatbed with roll to roll option. Alongside LFP printers there is a separate area for small desktop printers, up to A3+ specifically for photographic and fine art printing.

In addition to these printers, there are also various measurement devices and software applications, a laminator as well as a hot calendar for the fixation of the sublimation print from transfer paper to the fabric or for direct transfer to fabric.

Qualified staff give expert advice on a wide variety of application requirements and are able to support customers with their individual requests.



DIGITAL SUBLIMATION – NEW POSSIBILITIES FOR SMALL RUNS

The dying or printing of polyester blend materials or fabrics for the textile industry has long since been done using sublimation printing. Currently digital transfer using inkjet systems has opened doors to new possibilities and competitive advantages.

Sublimation printing is an indirect printing process, whereby the image is printed on a special transfer paper using sublimation inkjet inks and with the use of heat, is transferred to the fabric. The term sublimation describes the direct transition from a solid to a gaseous state – this happens without the usual in-between liquid state. When heat is used for this process, one refers to thermo-sublimation: this is a process that has been being used for a long time in the textile industry. The actual process starts with the printing of a preferably cheap, special paper and until recently this was done using traditional gravure printing, which due to the significant set up costs is only worth implementing with large production runs. Therefore this technique is mostly found in the mass production of products, for example the manufacturing of decorative fabrics. Large format digital systems, using dye sublimation colours, es-

tablished its place on the market producing sample prints and small production runs. Initially this was implemented with the help of electrostatic process and later changed over to the newer inkjet technique. Although, due to the long printing times this process was only used for sample prints and short runs. This has fundamentally changed in recent years: modern inkjet printers are much quicker and have become more efficient, offering a very interesting, high quality alternative to gravure printing.

The wide product collection of special transfer papers in the SIHL SUBLICOLOR series – optimised for dye sublimation to various fabrics and hard substrates – are accelerating the market penetration of this modern technology.

The value of the transfer media determines the quality

Patterns, decorations and graphical elements are mirror-printed on to the transfer media, i.e. paper. For this purpose, base papers and similar papers with different coatings ranging from 70–140 gsm are typically used. The final print quality of the image on the fabric depends mostly on the coating and features of the specialised papers, where-

by the thicker papers generally absorb more colour. Important for smooth printing production is the excellent flatness and reduced wet cockling of the printing media. The optimal flatness is achieved on the one hand through a barrier in the Sihl papers, which hinders wet cockling: the ink penetration of the base paper is inhibited. While on the other hand the back coating guarantees the superb flatness. This generally counteracts the tendency the paper has to curl at the edges, therefore avoiding the chance of the print heads touching the paper. Another important factor is the high optical density of the printed image.

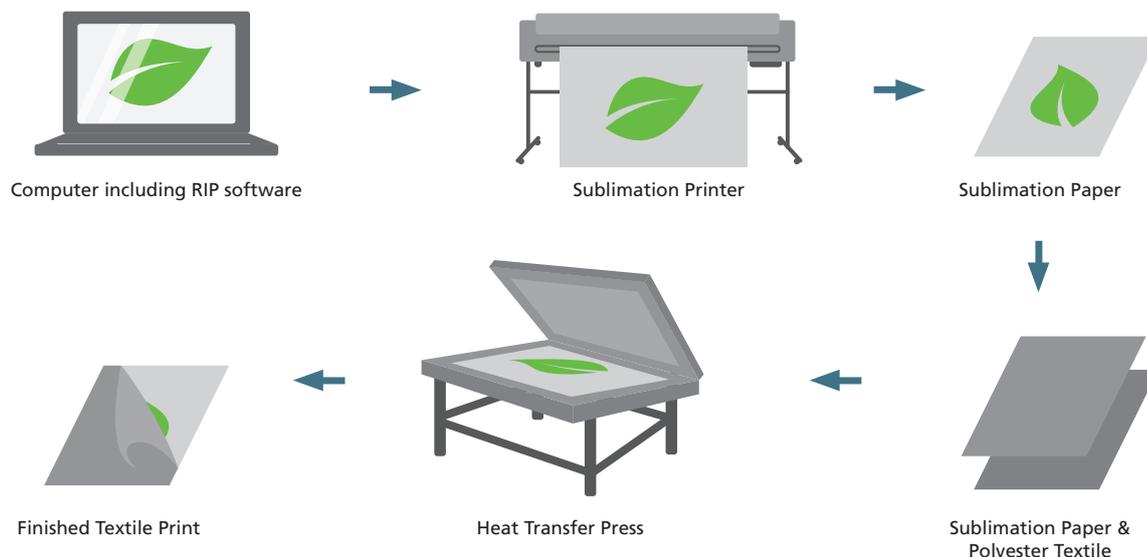
Originally one would use cheap CAD papers which, although they are print compatible, they tend to retain a lot of the ink on the transfer paper during the sublimation process. This led to only a small amount of colour dying on the fabric, leading to faint, hazy looking prints. Similarly standard transfer papers absorb a large amount of the ink during the sublimation process in the hot calender – the transfer press equipment with temperatures around 170-200 °C – which also leads to dull, blurred print results. Today, these simple, matt papers have been made redundant due to the high requirements of customers and increasing competition. The innovative Sihl papers have been optimised in exactly this area and offer outstanding print quality with excellent contour definition and a wide colour gamut. Thanks to the pigmented porous coating on a special, low porosity baser paper, they are particularly efficient. In addition to this, these papers are compatible with all standard printing systems and allow short printing times.

Colour pigments react when exposed to heat

Together with the fabric or textile, the printed paper is laid in the hot calender: Textiles or fabric are made of polyester or mixed polyester with a minimum of 60% polyester. The heat aids the reaction of the colour pigments. The polyester opens its pores, allowing the gaseous form of the colour pigment to diffuse into the synthetic fibres.

The colour pigments fuse securely to the synthetic polyester fibres, creating a lightfast image, resistant to water and weather. The printed image leaves no obvious signs of the transfer process. The impression of the print, together with the outstanding durability and washing resistance are the greatest strengths of this technique: the high resistance to UV rays prevent premature bleaching of the colours. Additionally the prints are very scratchproof and remain colour intensive and brilliant, even after long periods of time. Thick fabrics dyed using this technology produce one-sided images, whereas with finer, more transparent fabrics the image will go through. The printing only works on light or white coloured fabrics or hard substrates, which have a polyester coating or polyester enamel. However, the dying/ printing of dark coloured or black substrates need a special transfer media; t-shirt transfer medias are the most common to be found on the market. Whereby, the image is printed on a white, film-like coating and then also using heat, transferred to the fabric.

Among others, applications can be found in the field of fashion, sport, clothing, advertising, home textiles, interior design and promotional items. Relevant examples are flags, banners, roll-ups, functional sportswear, shoes, advertising articles, ceramic tiles, carpet tiles and mugs, just to name a few. If transfer material, printing technology and processing fit together perfectly the relatively new technology of sublimation thermo transfer can set new standards in terms of productivity, quality and durability. The SIHL SUBLICOLOR products represent a high competence in development, production and service, leading to a marked increase in productivity and competitiveness.





IMPRESSIVE AERIAL PHOTOGRAPHY

‘Big is beautiful’, this also applies to aerial photos. Ralf Spoerer, from Wedel, discovered this quickly and printed his impressive aerial images in A3 format on SIHL MASTERCLASS Lustre Photo Paper 300 lustre 4844. This form of photography is quite literally taking off: first came the action cameras now the drones are conquering new worlds of images.

What seemed impossible a few years ago is reality today: high quality aerial photographs taken from between 20-40 metres above the ground in excellent quality. Previously one had to pay expensive helicopters or light aircraft fitted with large expensive camera equipment to achieve high quality aerial photography. Now these small drones are taking off for individual photo flights with manageable and uncomplicated costs. The newer devices are so small that they can take off from the wrist of the user and can provide sophisticated selfie recordings. However, aerial photography is much more demanding and requires the accurate equipment and Know-How: and thus Ralf Spoerer is not only a professional aerial photographer, he also shares his knowledge in the form of ‘Drone College’ workshops. Many years ago the

former specialist editor of photo technology was flying out on small aircraft to shoot photographs from the birds’ eye perspective for local newspapers. After the prices of the newer flying machines, commonly referred to as drones, sank dramatically about two years ago, the photographer Spoerer got onboard with a Phantom 2 Vision. Thanks to the RTF concept (ready to fly) he is now able to control four small drones and two larger Hexa-copters ‘straight from the box’. High power Lithium-polymer batteries allow flight times of around 15 minutes and with the help of an integrated GPS system they can be flown to the exact position required. The drones are fitted with a so-called Gimbal, the mount upon which the camera sits, allowing the camera to move along multiple axes by remote control compensating the movement of the drone: hence hindering the movement of the camera to allow focused pictures. Photographs shot by the camera are then sent by radio directly to the screen of the pilot, allowing the photographer to measure exact perspective, distance and cut. Flying permits and a private insurance are a must with professional drone photography.

Quality that persuades

„It is often the case that the customer is not sure whether they like aerial photographs. So in order to convince them of their quality I provide them with a sample shot, which I print, without borders, on **SIHL MASTERCLASS Lustre Photo Paper 300** in A3 size. This is all it takes to convince the customer,“ says the busy Ralf Spoerer, who comes from the north of Germany, emphasising that the inkjet prints have been a door-opener for his business. More often than not, no further persuasion is needed than this, because the customers like the prints so much that they often order additional prints.

Excellent print quality and a pleasant feel

It is not without reason that Ralf Spoerer uses **SIHL MASTERCLASS Lustre Photo Paper 300** in his Epson SureColor P600 printer: „I come from the printing branch and therefore have a pretty good feel for paper. I like the print quality and the appearance that Sihl papers from the *Silk & Satin series* very much. It is easy to process, gives excellent print and feels good too.“ **The SIHL MASTERCLASS Lustre Photo Paper 300** is insensitive to fingerprints and has a high performance, semi-gloss surface. This makes it ideal for all presentation areas where the print will be passed through many hands. With its micro porous coating, the paper achieves best values – among others detail reproduction, which is very important in aerial photography. “Customers want to be able to recognise certain things that are only available with the unusual aerial perspective. The images are meant to arouse curiosity bringing amazement to the viewer“, explains Ralf Spoerer. For him the high quality of the entire imaging process is important: “We mainly use cameras with 24 and 36 Megapixel sensors and for videoing we use 4K devices. All edits are done using Lightroom or Photoshop, mostly from the raw files. Due to data protection and the right of publicity we sometimes have to remove people who have been caught in the shots. And the correct colour profile helps ensure excellent printing. Then perfect prints are just a click away. Using **SIHL MASTERCLASS Lustre Photo Paper 300** for the first time resulted in perfect prints whereby no further persuasion was necessary. He and other photographers are impressed by the perfect grey balance value and the wide colour gamut. Alongside the high maximum ink density excellent detail in shaded areas is possible, resulting in superb highlight definition with harmonious tone gradation.

For all his work, Ralf Spoerer uses professional equipment and material in order to achieve the optimal quality. Sihl papers will keep him on the safe side, allowing his young company a dynamic environment with a special profile.



© Ralf Spoerer

© Ralf Spoerer

Irina Hoffmann – Video & Assistant

Irina Hoffmann studied Digital Film and VFX at the SAE Institute in Hamburg. In the Copter College she is responsible for video production, post production and the organisation of the workshops. She is also controls the remote of the drone camera, when they are videoing for customers.

Ralf Spoerer – Copter & photo

Ralf Spoerer is responsible for consultations, workshops and the organisation of the Copter College. For more 15 years he has been testing digital cameras and knows the market like no other. Since 2013 he has been testing and flying various multi-copters. He controls the drones during commissioned flights.

Copter-College
Schwartenseekamp 9
22880 Wedel
www.copter-college.de



POSTERBRIGHT

NEW MATT PAPERS

Two new papers expand the Artist Specialties and Imaging Papers categories within the SIHL DIGITAL IMAGING assortment:

For photorealistic reproductions and all types of indoor advertising we recommend the new high quality photo paper **Posterbright X 210 matt 3282**.



Besides the excellent flatness, even with high ink densities this media is quick drying and thanks to a built-in barrier do not cause wet-cockling of the media. The excellent colour rendering allows advertisements in brilliant colours.

A true artist, is the new premium creative paper **Posterbook 260 matt 3283** for digital artistic reproduction and other applications.



The particularly high surface weight of the base material lends the Posterbook 260 a cardboard-like stiffness. The coating, used on existing creative products, provides an excellent colour gamut and high optical densities for outstanding colour reproduction. This makes this product ideal for high quality photo books and pictures.

Both of these medias are made exclusively from FSC® certified quality base papers which therefore contribute to the use of sustainable resources.

Follow us!

Detailed product information, availability and physical properties can be found by following the QR-code or by visiting our website **www.sihl.com**

Let these products persuade you of their qualities, order a sample roll today!

For questions please contact Product Manager
Bruno Fouquet **bfouquet@diatechnologies.fr**



POSTERBOOK

HP LATEX PRINTERS AND SIHL MEDIA IN PRACTICE

Sihl Direct customer, Wenzel GmbH in Munich successfully use HP latex printers and amongst their medias they also use HP Latex certified papers from Sihl.

Nowadays, not only the HP Latex printers, but also many of the media specifically developed for this technology, set new standards in quality, flexibility, productivity, as well as environmental issues. The HP latex printing technologies are easy to handle and lead to perfect print results. Sihl Direct not only sells the latest HP Latex equipment but also offers various, optimised print media and a perfect service. Wenzel GmbH in Munich with its four shops and a subsidiary, have long been using the eco-friendlier latex technology and were able to not just to round off their already wide range of product portfolio, but also expand it.

Material specifically for Latex printing

Sihl delivers a wide range of certified media for latex printing, that have been tailored to meet the standards of the new generation HP Latex printers. For example, the **Poly-SOL Roll-up Film 180 satin 3515**, a water-resistant film with a greyback that ensures 99% opacity: this product is ideal for the use as a freestanding roll-up in both indoor and outdoor application. Thanks to its innovative coating the tear resistant polyester-based film, it has a wide colour gamut and is instant dry. Above all of this the full colour tones are exceptional with this media and prints are high colour brilliance and true colours shine through.

The TriSolv poster paper **TriSolv PhotoArt Paper 210 glossy 3699** has also left its mark on Wenzel: „The high quality print colour catches the eye straight away. Furthermore, the high gloss remains after printing – the description “glossy” hits the nail on the head!” – The material gloss shows no deviation between the printed and unprinted state, thus extending the application from the usual photographic reproduction to the printing of photographic art through to high quality reproductions. The wide colour gamut enables an ink saving of up to 30%. The good resolution, contrast reproduction and colour brilliance print all graphical elements in perfect precision in appearance and effect. The **TriSolv PhotoArt Paper 210 glossy 3699** can be stuck to various surfaces, such as wood, or smooth metal like a wallpaper, using glue or double-sided tape. Even without additional lamination, prints achieve a very high scratch resistance, even with the „Finger Nail scratch test“ (vandalism) it is only the top layer that scratches away: the fixation of the inks to the media is so good the colours remain undamaged. This is also the case for the black printed areas, which often don't show visible damage. Using a micro fibre cloth fingerprints



© Wenzel GmbH

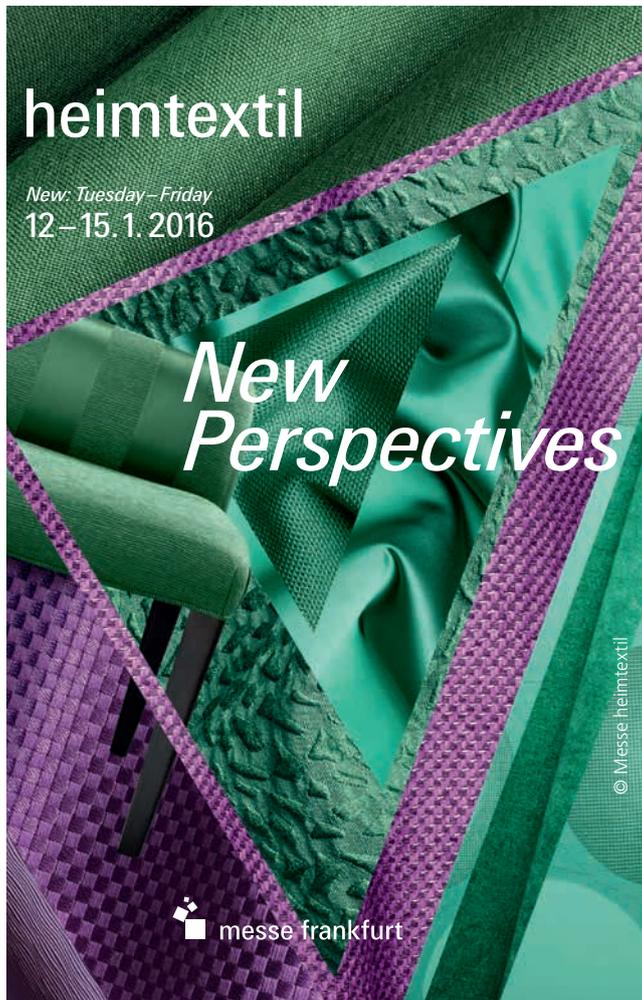
can also be removed very easily and quickly. With these properties the affordable poster paper is ideal for many graphical drawings and for indoor or outdoor advertising

Save time and material

The General Manager of Wenzel GmbH describes what a particular advantage it is that the prints no longer need to be laminated. “The colours are weather resistant, scratch-proof and eliminate the need for further protection. The optimiser found inside the latest generation HP Latex printers’ saves us a lot of time and materials. Thus, for example, to print photo wallpapers like **Non-woven design-2wall Latex 200 matt 2501** roll to roll, in excellent quality and with no banding “. This digitally printable wallpaper is made of a special non-woven material and stands out due to its outstanding dimensional stability, high strength (wet & dry), excellent processing properties, as well as its light-fastness. In addition this wallpaper is PVC-free and allows easy hanging to both smooth and rough surfaces. The special 150 gsm non-woven has a smooth, homogeneous surface and was developed for printing with latex inks.

Information to the above mentioned medias can be found www.sihl.com

Wenzel GmbH
www.wenzel-muc.de



HEIMTEXTIL

The largest international trade show for home and object textiles, with over 2700 exhibitors and around 67,000 visitors takes place from 12th – 15th January 2016 in Frankfurt. Experience a comprehensive range of interior design textiles: from bathrooms, bedrooms and table textiles to products for windows, furniture, floors, walls and sunscreens.

SIHL at Heimtextil in Hall 4.0, Stand D35

Opening times:

12. – 14.01.2016 09.00 – 18.00
15.01.2016 09.00 – 17.00

Event location:

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Information at

www.heimtextil.messefrankfurt.com

SIHL PRESENTS

SIHL – The Coating Company will present further product developments and have solutions to fit current market requirement, at both international shows. Under the motto “Liberate your ideas” the main product focus will be the new SIHL DESIGN2WALL and SIHL SUBLICOLOR collections.

We look forward to greeting you!

FESPA DIGITAL 2016

Over recent years FESPA Digital has become one of the most creative and inspiring platforms for innovations developed for large format digital printing. The switch from analogue to digital printing increases from year to year.



In Amsterdam from 8th – 11th March 2016 FESPA celebrates its 10th anniversary. With around 500 exhibitors it will be the biggest, most comprehensive exhibition for digital large format printing. An unlimited range of opportunities are impressively shown during this event: all supported by leading manufacturers, offering seminars, workshops and the chance to networking. With visitors from over 120 countries it is an International show!

SIHL at Fespa in Hall 7, Stand S65

Opening times:

08. – 10.03.2016 10.00 – 18.00
11.03.2016 10.00 – 16.00

Event location:

RAI Amsterdam
Europaplein / Eingang K
1078 GZ Amsterdam – Nederlande
www.rai.nl

Free visitor registration before 15th January 2016 at
www.digital.fespa.com



© Soňa Chlumecká
gold medal award from the IAAP

INDIA – ANOTHER WORLD

The successful Czech photographer and proprietor of SILVANO s.r.o. Soňa Chlumecká has long since been working closely with the Sihl customer FOMEI. Therefore, when they recommended using **SIHL MASTERCLASS Metallic Pearl High Gloss 290 glossy 4840** to print „Indie – Jiný svět (India – another world) for an exhibition in the castle Sloupno from 5th September – 25th October, she did just that. Not only was the photographer impressed with the technical aspects of the media, she also found the emotional impression mirrored in the prints amazing. “Everyone from the trade will agree I could not have made a better choice”, says Soňa.

The SIHL MASTERCLASS Metallic Pearl High Gloss Photo Paper gives prints a fascinating pearlescent shimmer, an immaculate sheen and a unique depth. Further information to the product can be found at www.sihl-masterclass.com.

The images for the exhibition are from a tour through India she took, with other enthusiastic photographers. Soňa was particularly overwhelmed by the friendliness and happiness of the people. A very special moment for her was the Holi Festival in Mathura, every year the Indian people welcome the spring season in a very special way: “Holi” is the festival of colours and a very important celebration in India. It not only celebrates the changing of the season, but in accordance with Hindi belief is also the celebration of the victory of the good over evil – and it is very colourful.



© Soňa Chlumecká



© Soňa Chlumecká

All day people throw and paint themselves with colourful powders. During this festival social class differences, various religious beliefs and cultural backgrounds are not visible.

Soňa Chlumecká entered a few of her images in the SUN FLOWER contest, a competition more than 250 competitors from over 50 countries. A few of the prints received the gold medal award from the IAAP (International Association of Art Photographers).

Soňa Chlumecká was born in 1970 and graduated the Photography School in Polná City in 1987. She spent a few years working as a photographer before opening her own photographic printing studio SILVANO s.r.o. in 1991. Pleasing her customers is her priority, therefore the studio is always updated with the latest technologies in order to fulfil each and every wish of the customers.

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PRODUCT IMPROVEMENT

Thanks to a new release liner, two successful and popular Sihl products – **Syntitec PP Film EasyTack 325 matt 3539** for waterbased inks and the **SyntiSOL PP Film EasyTack WF 300 satin 3529** for solvent inks, will offer more versatile application possibilities at the same time as becoming even easier to use.

Both polypropylene films, with the Sihl self-developed EasyTack adhesive, are not just successful due to their outstanding printing qualities but also thanks to their easy application. The EasyTack adhesion allows even the inexperienced user to quickly, bubble-free application of large format stickers. So prints can be sent by courier to all the different local shops within a retail chain without having to give a second thought about applying the advertisement, all staff will be able to stick the media, therefore also eliminating the extra expense for professional help.

Since 2012 both products have been available with a paper release liner, alongside the standard films with plastic release liner. Due to positive feedback and various other advantages more EasyTack films will be fitted out with the paper release liner. The higher production expected will naturally lead to the once higher price difference disappearing.

ADVANTAGES

- Possibility of Print & Cut
- Less removal effort needed easier for application
- More ecofriendly production
- Liner can be recycled

Particularly with large format prints the paper liners can be removed with notably less effort. The possibilities to Print & Cut can open doors to a variety of new applications.

Both products **Syntitec PP Film EasyTack 325 matt 3539** and **SyntiSOL PP Film EasyTack WF 300 satin 3529** will be available with the paper liner from the of 2015 / beginning 2016. **Syntitec PP Film KissCut 350 matt 3541** and **SyntiSOL PP Film KissCut 325 satin 3531** will be removed from the assortment.



ALLS RUNNING SMOOTHLY AT SIHL

If Product Management, Customer Service and sales cooperate only positive results can precede. At least this is what Sandra Fuhlbrügge, Frank Pinell and Stefan Rövekamp proved at the HRS BusinessRun in Cologne.

On 13th August around 20,000 runners from many companies from in and around Cologne, started the 5.4 km run in small teams of three. The high point of the race was the finish in the Rhein-Energie Stadium, where normally the 1. FC Köln team celebrate their victories. However, that evening saw thousands of Fans clapping and cheering each of the finishing teams of the HRS BusinessRun.

The 9th time the HRS BusinessRun Cologne took place with the motto "Run, celebrate, dance". "Team spirit through team sport" is the philosophy behind the biggest company run event in NRW. This was exactly how the Trio from Sihl felt, who enjoyed a well-deserved cold Kölsch beer together after their successful finish; after all an excellent result of 444th out of nearly 2,300 competing trio teams in the mixed team title is almost as successful as a Bundesliga team qualifying for the European FC League.

IMPRESSUM

PRODUCER: SIHL – THE COATING COMPANY

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LAYOUT: that worx GmbH, Jüchen • **PRINT:** Pecks-Druck Düren

IMAGE SOURCE: Ralf Spoerer • Messe heimtextil
Soňa Chlumecká • Wenzel GmbH