

# SPRINT

SIHL THE COATING COMPANY – LATEST NEWS



SPRINT | September 2015

NR. 32

**COVER STORY** PAGE 06  
MORE PERFORMANCE WITH COLOUR  
SUBLIMATION TRANSFER PRINT

**TRADE FAIRS** PAGE 11  
ITMA 2015 FROM 12.-19.11. IN MILAN

**PRODUCTS** PAGE 09  
MORE CLARITY WITH  
PRINTABLE FILMS

# HELLO AGAIN,



With this publication our new corporate and brand identity is complete. Sihl The Coating Company stands for more than just coating. This is shown in this 'new look' edition of Sprint: multi-faceted, diverse, competent, reliable, stable and innovative, offering fundamental success stories, product information and news, as well as current knowledge for an added value read.

On pages 6-7 we present the new **SIHL SUBLICOLOR** product assortment. The innovative SUBLICOLOR media represent Sihl's high competence and experience in digital printing. They offer a variety of individual possibilities for fast and efficient delivery of demand-based printed fabrics with manageable costs.

We will happily show you these products, plus many more, personally at the ITMA in November. Information and details to the show can be found on page 11.

Growth in the **SIHL DESIGN2WALL** Style+ collection sees the introduction **Sihl Prepasted non-woven design2wall Aqua 210**, a new individually, digitally printable non woven wallpaper with its outstanding properties while printing, when printed and upon hanging. Product details and an overview of the new icons, which visualise the characteristics of SIHL DESIGN2WALL media, can be found on page 8.

Application stories on pages 4-5 and page 10 round up our literature for this edition. Experience, emotion and empathy alongside perfect technology and presentation, are the ingredients for success for Steffen Böttcher. The **SIHL MASTERCLASS Satin Baryta Paper 290 4848** and **SIHL MASTERCLASS Smooth Matt Cotton Paper 320 4852** play their fair share in his recipe for success.

All orders taken by the Blue Men Reclame, in Sneek (NL) are produced as green as possible, certified 'Fair Trade' by the Southwest Friesland authorities. With the help of Sihl Direct BV, the company credit their success to the HP 30 Eco-latex printer, printing on ecofriendly media from Sihl.

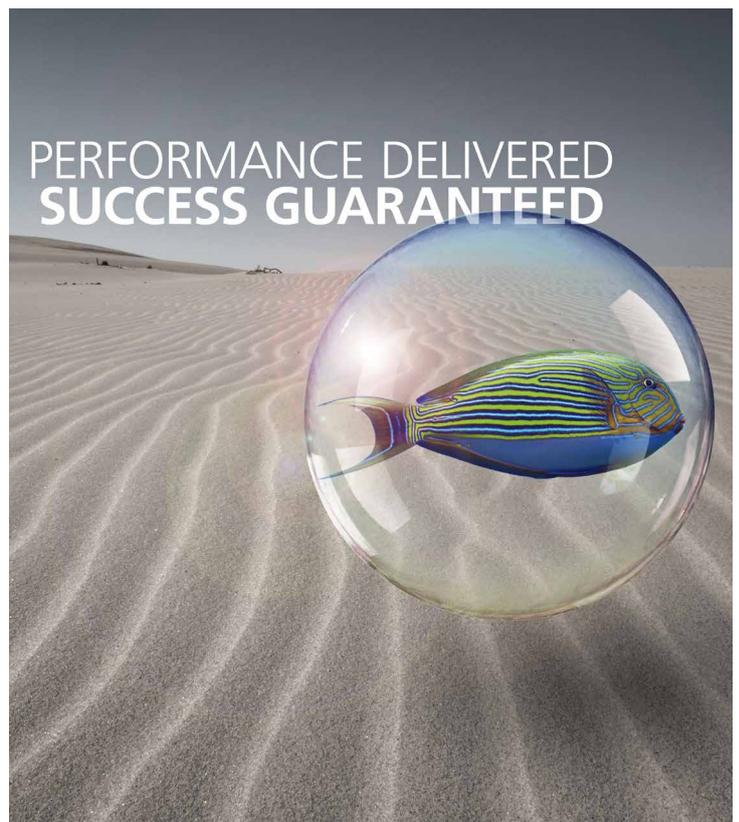
**HAVE FUN READING!**

## LIBERATE YOUR IDEAS

**"Sihl The Coating Company" stands for more than just coating, our new brand identity emphasises this.**

At the beginning is an idea: an image is created, it lives. In the imagination it is unique: strong, brilliant and sensual. How can this be conveyed on the media? How can you achieve the strong and durable effect? For over 100 years the ideas of our customers have been inspiring us – along with the question how can we implement them with the highest quality and best features: on to paper, film or fabric, in every size and for every application. Our products are as diverse as the ideas of our customers. They sparkle and shine, they are sharp and contrasting, they fix and radiate, they are refined and inspiring. They have format – in any size, they are on the surface – and give depth. They let images speak and highlight messages, bringing ideas to paper, to walls, on to the street and into the world.

We look forward to ideas; together with our customers we look for ways to overcome all obstacles. We love improving surfaces, perfecting properties, making more application possibilities and to continuously develop something new. Our experience, our technical expertise and our strong commitment to innovation, development and personal satisfaction have made us into what we are today: The leading company for coating and processing surfaces, the Coating Company. We make the impossible possible and through our Know-How of processing surfaces, we put our customers' products in the perfect scene.





LET YOUR CREATIVITY SHINE

In the future this is to be visibly reflected in all documentation: a clear brand identity and the core attribute customised, multi-faceted, diverse, competent, innovative, and dura-

ble are to form the focus of all our communication from now on.

Sihl Direct also redesign their brand identity profile: with a new logo and slogan, as well as a corresponding image campaign. The ambitious goal is to continue the core business and to proceed in early-occupation of market growth. The strengths of Sihl Direct are to be clearly emphasised, along with an improved distance from competitors and independence on the market, without losing reference or membership of the umbrella brand Sihl. Key competitive advantages include the complete package available, offering high technological Know-How, the manufacturing expertise of Sihl and fast service response times.

With the new slogan ‚Printing Starts Here‘ these strengths are clearly expressed. Sihl Direct see themselves as “THE” solutions partner and first port of call for all digital large format printing requirements. In addition to this, the

new slogan also conveys the customer promise, “everything from one source” – from the analysis of the provision of hardware through to media and colour management to the extensive, competent consulting and set-up services.

Based on the umbrella brand “Sihl – The Coating Company” logo, the new Logo still has its own independent, memorable Sihl Direct appearance. The clear black design emphasises the direct aspect, whereby the green, as contrasting colour, is fresh and at the same time creates the reference to the umbrella brand. The joining of the two parts of the name visualises the direct connection between Sihl Direct and its customers. And the visual focus in the logo moves the claim of customer proximity and customer-orientation to the centre of communication.

**sihDirect**  
PRINTING STARTS HERE!



## EMOTION BEATS PERFECTION

### Perfect wedding photos on SIHL MASTERCLASS papers

As the son of a photographer, Steffen Böttcher was already commuting between shootings and laboratory as a child. Today he is enthusiastic about first class professional wedding photography. Experience, emotion and empathy, alongside perfect technology and presentation are the important ingredients to his success. He credits a proportion of his success to the use of **SIHL MASTERCLASS Satin Baryta Paper 290 (4848)** and **SIHL MASTERCLASS Smooth Matt Cotton Paper 320 (4852)**.

Steffen Böttcher, living south of Hamburg, quit his job as graphic designer in the advertising sector many years ago, and has since ran his photography studio in the Lüneburger Heide. He is successful as a wedding photographer both nationwide, in Germany, as well as internationally and since 2010 has been a member of the German Wedding Artists, its members are committed to high quality wedding journalism. In addition to this, in 2010, he published a book dedicated to wedding photography and offers sought-after photography workshops to professionals and serious ama-

teurs. In everything he does his focus lies in the result of his work. "In my opinion, holding a print in your hand is something that just cannot be replaced. The feel and visual impression enchant. Printed paper corresponds more to human DNA than any digital image on a screen," describes the photographer of his relationship to inkjet printing. Two papers from the SIHL MASTERCLASS range especially impressed him: "The feel and surface finish of the **SIHL MASTERCLASS Satin Baryta 290** is exactly what I have been looking for. It is a Baryta paper with a rich black, that doesn't flood and shows all the fine details. It also offers the traditional impression achieved in a lab, thus creating a timeless character", Steffen Böttcher explaining his motives for his decision. The **SIHL MASTERCLASS Satin Baryta Paper 290 (4848)** from the *Black & White series*, has a special coating with real Baryta (Barium Sulphate). The use of a micro porous coating enables an extremely wide tonality. The lack of optical brighteners, along with the acid-buffered structure provide maximum image stability and excellent archivability. The finest grey tones and a deep rich

black let both artistic black & white, as well as colourful images shine to their potential.

The second favourite left him impressed due to its fine, smooth surface and slight ivory colouration: “The **SIHL MASTERCLASS Smooth Matt Cotton Paper 320** lends my shots a special grace”, this paper from the MASTERCLASS *Creative Art Series* is made of one hundred percent cotton fibres and has a very homogeneous surface. It is ideal for both colour and monochrome prints, has a high durability and optimal archivability. Steffen Böttcher spent a long time testing papers from many different manufacturing before finding SIHL MASTERCLASS. “Quite apart from the truly convincing cost / performance ratio, at Sihl I am able to find the perfect papers to give my photographs exactly the character and distinctive style I want to portray.” explains an enthusiastic Steffen Böttcher.

#### Wedding photos live from emotions and memories

The best day in life for many people is a unique experience. Wedding photos never let the emotions of the bride and groom, relations and friends fade. Firstly the perfect, focused planning and preparation of the photographer, the easy documentation of events and the presentation of the photos are the topping for the unique moment. Steffen Böttcher's concept includes all aspects of wedding documentation, from the briefing and location check to the post-production through to the image selection. As a speciality he offers analogue documentation in small, medium and even large format. The special credo of artisanal high level work “Heide Photography” is based on his life philosophy „Life is about saying yes’: “It is better that the chemistry is right and everyone is completely relaxed, no wedding pair deserves to have an uptight, robotic photographer. Although the responsibility, especially in technical terms, of such an event is immense, but my motto is: Emotion beats perfection. Only with emotional photography am I able to capture the true emotions and feelings of the special day.” The finished image is after all, the visible product of the effort put in. For customers, who after the wedding hold an image printed on SIHL MASTERCLASS the classical black & white photo outweighs the colour. “I prefer to print on A2, as in this size the surface structure of the paper has the best advantages for good viewing distances. Moreover, I prefer a simple, black passepartout, without glass.”

Further information about Steffen Böttcher and his wedding photography at [www.heidefotograf.de](http://www.heidefotograf.de)



© Steffen Böttcher

#### PHYSICAL PROPERTIES

Product	SIHL MASTERCLASS Satin Baryta Paper 290
Product number	4848
Surface finish	satin
Surface weight	290 gsm
Thickness	355 µm
Opacity	> 90%
Chromaticity (D50 2°)	L* 98.5 / a* 0.0 / b* 1.7
Sheet stock	DIN A4: 25 Sheets, DIN A3+: 25 Sheets, DIN A2: 25 Sheets
Roll stock	432 mm (17"), 610 mm (24"), 1118 mm (44") x 15 m

#### PHYSICAL PROPERTIES

Product	SIHL MASTERCLASS Smooth Matt Cotton Paper 320
Product number	4852
Surface finish	matt
Surface weight	320 gsm
Thickness	490 µm
Opacity	> 98%
Chromaticity (D50 2°)	L* 96 / a* 0.0 / b* 3.3
Sheet stock	DIN A4: 25 Sheets, DIN A3+: 25 Sheets
Roll stock	432 mm (17"), 610 mm (24"), 1118 mm (44") x 12 m

SIHL SUBLICOLOR

# SUBLIME TRANSFERS



## MORE PERFORMANCE WITH COLOUR SUBLIMATION TRANSFER PRINT

**The new SIHL SUBLICOLOR assortment of media sets new standards in digital sublimation. The new product assortment for the transfer to flexible and hard surfaces, distinguished by excellent performance, outstanding print quality and superb transfer properties.**

The innovative **SUBLICOLOR** product collection reflects the high level of SIHL expertise and competence in digital printing. They offer a range of diverse, individual possibilities for the quick and demanding delivery of printed textile products, with manageable costs. Thanks to the optimised coating and outstanding further processing properties, these products represent the optimal solution for all dye-sublimation printers and inks: supporting a significant increase in productivity and quality during the printing process. Not only does the user benefit, but by using the SIHL **SUBLICOLOR** also provides them with clear competitive advantages.

The SIHL **SUBLICOLOR** products provide the perfect solution for the implementation of ideas and applications in industrial, fashion, and sports sectors. Due to the excellent

performance of the various transfer papers the user can achieve very high efficiency with the sublimation process. Easy handling, high transfer rates, and quick dry properties contribute to the performance of these specialised products. Their enormous performance capacity is reflected in the excellent print results achieved with the SIHL **SUBLICOLOR** media: intensive and brilliant colour reproduction, high optical density, and superb sharpness. With these properties the user will see an immediate increase in performance in dye sublimation printing.

### Products for various individual solutions

The SIHL **SUBLICOLOR** range offers – depending on the product – diverse solutions for colour sublimation on white

polyester fabric or polyester-mix fabrics. Thick fabrics produce a one-sided image, whereas as the finer, more transparent fabrics the image will go through. A particular strength of this printing process is the excellent durability of the colours, especially to weathering and UV radiation, as well as their washability. The diversity of this media collection includes the all-round sublimation papers for transfer print under standard conditions – printable with aqueous sublimation inks – as well as the newest generation of sublimation paper for the industrial high speed printers from Reggiani, MS-Italy, Durst or Mimaki TS500 and Ricoh, and the Kyocera print heads, with high Glycol percentage, waterbased sublimation inks. The launch of the SIHL **SUBLICOLOR** products also includes media, especially for 'stretch' fabrics, used frequently in the fashion industry. The waste rates are significantly reduced with the SIHL sublimation papers, while productivity is greatly increased. Therefore flags, banners, textiles, fabrics and other flexible surfaces can be printed with amazing results. Cups, advertising gadgets, snowboards and many other hard substrates can be personalised with sublimation transfer printing – with quick drying. With this product collection SIHL underpins its high expertise in all areas of digital printing.

## ADVANTAGES

- High performance
- Easy handling
- High transfer rates and quick drying
- Intensive, vibrant colours
- Smooth, reliable production
- High optical density
- Sharp contour definition
- Excellent flatness
- Soft colour gradients
- Wide colour gamut

### Our products: a solution for many ideas

#### Premium

Sublimation papers with optimised coating for sublimation transfer printing, under standard printing conditions: Sublimation onto all possible polyester materials, such as flags, banners, cups, advertising articles, etc. Printable with all standard aqueous sublimation inks, quick dry, excellent flatness, optimal transfer rate and high optical densities on substrates.

#### Universal

Specially coated sublimation papers for digital sublimation

transfer: An all-rounder with excellent drying times and extremely high colour transfer rates - Easy to handle, excellent performance. Suitable for interior design, advertising aids, soft signage, hard substrates, etc. For printing with aqueous sublimation inks, high colour transfer, quick dry, sharp contour definition, reduced wet cockling, excellent flatness.

#### Sports

Sublimation papers for elastic fabrics (Stretch) in the field of sportswear, with a special heat-activated adhesive: Sticks to the fabric during the transfer process and has to be peeled off afterwards. The adhesion avoids undesired effects like ghosting or shrinking of the fabric. This increases productivity and reduces the waste rate to an absolute minimum.

#### Superdry

Latest generation of instant dry sublimation papers, designed especially for the industrial high speed printers from Reggiani, MS-Italy, Durst or Mimaki. For aqueous sublimation inks with an increased content of high boiling substances (i.e. Ricoh and Kyocera print heads), high colour transfer, instant dry, reduced wet cockling, excellent flatness.

#### Envogue

Ultra light, coated sublimation paper for the fashion textile industry, for use in high speed industrial printing environments. Distinguished by its excellent drying times and particularly high colour transfer speed. It offers optimal runnability thanks to its outstanding flatness.

You can find detailed information regarding these products [here](#).



Interested? Further questions?

Please contact our **SUBLICOLOR** sales team



# NEW NON-WOVEN WALLPAPER FOR MODERN INTERIOR DESIGN

A new addition to the DESIGN2WALL Style+ assortment: the digitally printable wallpaper Sihl Prepasted non-woven design2wall Aqua 210 stands out through its excellent properties while printing, when printed and upon mounting.

The qualitative properties of the new non-woven Sihl **Prepasted non-woven design2wall Aqua 210 matt (2514)** allow its perfect inclusion in the Style+ group. Designed with a surface weight of 210 gsm, the individually printable wallpaper for waterbased inks, with its matt finish inkjet coating differentiates itself from others thanks to its high colour brilliance, especially with wide colour gamut and the especially robust surface. The results produce convincingly excellent colour reproductions of photos or graphic motifs. It is particularly practical for mounting: thanks to the water-activated paste on the rear, the printable wallpaper can be quickly and simply emerged in water and directly hung on the wall. The high dimensional stability allows cutting with a knife before and during hanging. The thickness, together with the high opacity ensures an amazing coverage: allowing uneven and small cracks to be invisibly covered.

## Many advantages for practical use

All products in the new DESIGN2WALL collection inspire through their particularly aesthetic and haptic values, their high print quality and their functional properties. Sihl Prepasted non-woven design2wall Aqua 210 matt (2514), made from a special non-woven material, is characterised by its very good lightfastness. In addition to this it is PVC-free, FSC® and fire retardant certified. The product has a CE label and the French VOC emissions test. The non-woven wallpaper is perfectly suited for printing with waterbased pigment inks from HP, Epson, and Canon, as well as achieving excellent results with IR/Latex inks.

## ADVANTAGES

- High quality coating for outstanding image reproduction
- Wide colour gamut, excellent colour and contrast reproduction
- High opacity
- High dimensional stability and wet strength
- Easy handling
- High ozone and UV stability

## PHYSICAL PROPERTIES

Product	Sihl Prepasted non-woven design2wall Aqua 210
Product number	2514
Surface finish	matt
Surface weight	210 gsm
Thickness	370 µm
Whiteness ( $W_{\text{cie}}$ , D65)	80 %
Chromacity	L* 95.0, a* -0.5 b* 1.5
Opacity	> 93 %
Roll stock	610 mm (24"), 750 mm (29.5"), 1000 mm (39.4") x 30.5 m <i>other sizes may be available upon request</i>
Core	3" Ø

## FUNCTIONAL VALUE!

New icons highlight the practical product features of the SIHL DESIGN2WALL collection:



Dry strippable



Diffusion/ breathable



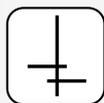
Knock resistant



Prepasted



Paste paper



Double seam



Washable



Covers/ protects cracks



## MORE CLARITY WITH PRINTABLE FILMS

**Sihl expands their range of printable films with the almost crystal clear films Vision Clear Film 110 (3161) and Vision Absolute Clear Film 115 (3163).**

Unlike the Spirit film these two new films have a swellable coating which allows high quality photo reproductions, signage, graphics and overlay printed with dye or pigmented inks for indoor application. The extremely high level of transparency and clarity of the two new materials cannot be beaten by any other micro porous film in this form. Of particular interest is the compatibility with white pigment ink, like those used in various printing systems from Epson: which are not compatible with most standard and popular micro porous coatings currently available on the market. Both films enable very flexible use and thanks to sharp contours and high ink saturation produce brilliant printed images. In combination with dye inks these swellable coated films offer very good conservation of colour against oxidation, hindering the bleaching of the print.

While **Sihl Vision Clear Film 110 (3161)** offers a nearly crystal clear print media, the **Sihl Vision Absolute Clear Film 115 (3163)** – like the name suggests – offers an even higher transparency and an absolutely sharp image reproduction. In addition to this the use of this film achieves the best drying time. Both films can be processed, trouble-free with all standard large format printers from Canon, HP and Epson, standing out thanks to their cost – efficiency and their universal application capability.

### ADVANTAGES

- Compatible with white pigment inks
- Crystal clear
- High contour definition and brilliant prints

### PHYSICAL PROPERTIES

Product	Sihl Vision Clear Film 110	Sihl Vision Absolute Clear Film 115
Surface finish	glossy	glossy
Product number	3161	3163
Surface weight	160 gsm	160 gsm
Thickness	115 µm	115 µm
Gloss (60°)	90	90
Opacity	< 5 %	< 3 %
Roll stock	610 mm (24"), 914 mm (36"), 1067 mm (42") x 30 m	610 mm (24"), 1118 mm (44") x 30 m
Core	2" Ø	2" Ø



## CERTIFIED 'GREEN' ADVERTISING IN A LOCAL SHOP

Jan Elsner, the owner of Blue Men Reclame in Sneek, the Netherlands, loves nature. Therefore protecting nature is an important part of his daily work routine and is firmly anchored in the corporate concept of his company. Looking for ways to sustainably produce he was inspired by the Sihl Direct BV and opted for a HP 330 Eco-Latex printer, which prints using biodegradable inks.

The ecofriendly, branded media from Sihl Digital Imaging meet these requirements. Therefore, Jan ordered a variety of media for posters, billboards and banners for both the indoor and outdoor application, such as:

3265 TexBanner white 135 matt

- PVC-free and recyclable

3684 TriSolv PrimeArt Paper 135 glossy

- FSC®-certified

3687 TriSolv PostArt Paper blueback 120 satin

- FSC®-certified

2511 Non-woven design2wall Sol 195 satin

- PVC-free and FSC®-certified

Blue Men Reclame  
Zadelmakersstraat 16b  
8601 WH Sneek  
Netherlands  
[www.blumenreclame.com](http://www.blumenreclame.com)

The choice of media to redecorate their own showrooms fell upon the 2511 Non-woven design2wall Sol 195 satin. The high quality non-woven wallpaper from the SIHL DESIGN2-WALL collection, has a special coating receptive to solvent and latex inkjet inks, this coating allows for high colour brilliance and scratch resistance. Thanks to these properties the printed wallpaper can be pasted, using a standard non woven wallpaper paste, without any further surface protection needed.

All jobs done by the Blue Men Reclame are produced as 'green' as possible and Fair Trade certified by the municipality Southwest Friesland.

You are also searching for environmentally friendly media? Check out: [www.sihl.com](http://www.sihl.com) Where you can refine the search by clicking on environmentally friendly under properties.





## ITMA 2015

# THE WORLD'S LARGEST SHOW FOR TEXTILE AND CLOTHING MACHINERY

In terms of trade shows, 2015 offers Sihl a very special highlight: for the first time The Coating Company will be present at the world's largest and most important show for textile machinery. The ITMA takes place every 4 years and opens its doors in November. Over 1500 exhibitors, spread out over 200,000 m<sup>2</sup> exhibition floors, from 40 countries will present their newest products and innovative solutions to an audience of branch specialists.

Sihl will show their new products for digital sublimation: SIHL SUBLICOLOR. The range of products for the transfer process onto flexible and hard surfaces stand out thanks to their outstanding performance, diverse application possibilities as well as perfect printing and transferring results.

Don't just take our word for it, pop along to Hall H6, Stand E118 and visit us!

Organise your ITMA visit now and secure yourself an earlybird entrance ticket before the 15<sup>th</sup> October!  
[www.itma2015.com/registration](http://www.itma2015.com/registration)



**ITMA 2015**  
[www.itma.com](http://www.itma.com)

### ITMA 2015

[www.itma2015.com](http://www.itma2015.com)

### OPENING TIMES

12<sup>th</sup> – 15<sup>th</sup> November 2015: 10.00 – 19.00

19<sup>th</sup> November 2015: 10.00 – 16.00

### EXHIBITION LOCATION

Fiera Milano Rho  
 Strada Statale del Sempione, 28  
 20017 Rho Milan, Italy  
[www.fieramilano.it](http://www.fieramilano.it)



## ENDURO AND PICOFILM FOR EVERY OUTDOOR CHALLENGE

There are applications that place extremely high demands on the raw materials. Sihl offers a special range of products particularly for outdoor applications which are not only tear resistant but also have an improved water repellence factor. This collection includes a variety of ENDURO composite materials and PICOFILM films, for all standard printing technologies.

Application possibilities are numerous: cycling, hiking and nautical maps, city (guide) maps, as well as technical drawings not only defy weather conditions but they also keep their shape after extensive use.

Starting numbers for runners, cyclists, light athletes or dancers not only move flexibly with each movement but they are also extremely durable: allowing sportsmen a glossy appearance even at the awards ceremony after their event.

Wristbands for entrance control, VIP areas or in the tourism trade are also ideal. They are robust and can be easily printed with additional information. Water, dirt and heavy use have no effect on this material.

Furthermore these materials are perfect for application for food and drink menus: especially for use on the bars/ counters themselves and for outdoor gastronomy, where humidity and frequent use demand a certain resistance factor.

Convince yourself and request a non-binding sample.

**Product Manager Elisabeth Buchbinder:**  
email [elisabeth.buchbinder@sihl.de](mailto:elisabeth.buchbinder@sihl.de) or  
Tel.: +49 (0) 2421-597397 will happily  
answer any further questions you may have.

### ADVANTAGES

- Improved water repellence factor and tear resistant: high performance for frequent use
- Excellent print quality and good flatness: for high quality and a pleasure to use
- Ideally suited for digital printing: for personalised Print-on-demand solutions.
- Simple to print and process: resolving customer problems without creating more.

## IMPRESSUM

**PRODUCER:** SIHL - THE COATING COMPANY

**EDITED BY:** Melanie Lubetz • [Melanie.Lubetz@sihl.de](mailto:Melanie.Lubetz@sihl.de)  
Sihl GmbH • Kreuzauer Str. 33 • D-52355 Düren • [www.sihl.com](http://www.sihl.com)

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

**IMAGE SOURCE:** Blue Men Reclame • Fiera Milano  
Steffen Böttcher • Fotolia © digieye  
iStockphoto © Vasileios Economou  
Shutterstock © Kuznetsov Alexey