

## **PRESS RELEASE**

Osnabrück, December 2016

### **The Felix Schoeller Group presents its new digital wallpaper collection at Heimtextil 2017**

*The Osnabrück-based Felix Schoeller Group, a leading specialty paper manufacturer, is showcasing a new digital wallpaper collection with the brand name of STYLine®. It has been specially developed for a wide range of digital printing systems. STYLine® is synonymous with excellent print results, expressive colours and wallpapers that are especially soft to the touch. All products are PVC-free.*

The portfolio of new STYLine® papers comprises two product lines and five products. The Hamburg product line has a functional coating on the reverse side, which guarantees optimum dry strippability. It has a matt finish and is available in a number of basis weights: 130, 150 and 180 g/m<sup>2</sup>. The New York product line has the same functional coating on the reverse side plus, on the printable top side, it has a new ink-receiving coating, which produces first-class print results on latex and solvent printers. The papers also have a matt finish and are available in basis weights of 150 and 170 g/m<sup>2</sup>.

The innovative STYLine® products are suitable for all common digital printing systems such as latex, eco-solvent or dry-toner printers. They are used in both private and public housing projects or for trade show stands.

#### **S-RACE® is now also available in a basis weight of 55 g/m<sup>2</sup>**

The S-RACE® product line, which consists of innovative sublimation papers for textile printing, was first presented to the market at Heimtextil 2016. The product portfolio has now been expanded to include a 55-gram paper. S-RACE® papers' key outstanding features are their extremely fast drying time, short transfer time, excellent line definition and superb lay-flat properties. They produce excellent print results - both on soft and hard substrates - and the 55-gram paper performs exceptionally well with soft substrates such as fabrics and textiles. In addition to the new 55-gram papers, the portfolio also comprises papers with basis weights of 75 to 130 g/m<sup>2</sup>.

#### **Technocell Vlies is one of the key exhibitors at Heimtextil**

The new STYLine® papers are the result of close collaboration between two of Schoeller's business units - Felix Schoeller Digital Media and Technocell Vlies. Technocell Vlies has been a regular exhibitor at Heimtextil, showcasing a broad range of products since 2013. Once again in 2017, the business unit will be providing interested visitors with information about its nonwoven wallpaper base and lining papers. With these products, Technocell Vlies

delivers solutions for a broad range of diverse applications: the nonwoven wallpaper base is used as a substrate for expanded and hot-stamped grades through to high-end wallpapers and the lining papers are used both for DIY and professional applications.

**Technocell Vlies will be exhibiting in Hall 3.1, stand F51.**

Graphic material



Wall decoration with STYLine by Felix Schoeller

# STYLine

STYLine logo

## ***Background information on the Felix Schoeller Group***

Founded in 1895, the Felix Schoeller Group is a family business with worldwide operations producing specialty papers. With around 2,390 employees, the renowned Osnabrück-based company produced and marketed almost 302,000 tonnes of specialty papers in 2015 and posted a total turnover of appr. 725 million euros. The Felix Schoeller Group develops, produces and markets specialty papers for photographic applications, digital printing systems, the packaging market, self-adhesive applications and for the furniture, wood-based products and wallpaper industry.

In addition to its Osnabrück main site and headquarters, the Felix Schoeller Group has four other production facilities in Germany – in Weissenborn and Penig in Saxony, in Titisee-Neustadt (Baden-Württemberg) and in Günzach (Bavaria). It also has production facilities in the USA and Canada and is involved in a joint venture in the Russian Federation. It has sales & service centres in Sao Paulo, Tokyo, Shanghai, Kuala Lumpur, Moscow and Prague.

The Felix Schoeller Group exemplifies uncompromising quality, unique flexibility and true partnership. The result: Best Performing Papers. Worldwide. Since July 2013 the Felix Schoeller Group has been the official premium paper partner of the German Olympic team.

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