

PRESS RELEASE

Osnabrück, December 2017

Felix Schoeller Digital Media and DATAPLOT seal a strategic partnership

Two companies - the Felix Schoeller Group and DATAPLOT GmbH - have agreed a strategic partnership that combines the strengths of the two partners. With immediate effect, Felix Schoeller Digital Media's STYLine® brand - digitally printable non-woven wallpaper - will be marketed in 40 countries throughout Europe by DATAPLOT and its sales network. Conversely, the Felix Schoeller Group will take care of the development and production side of things, and manufacture both partners' non-woven wallpapers that have been specially developed for digital printing. Customers can now choose between two strong brands: DATAPLOT's EMBLEM based on Felix Schoeller brand and Felix Schoeller Digital Media's STYLine®. Both brands have been certified by HP Latex and Xeikon, which guarantees their outstanding quality of conversion on those systems.

Fast service in 40 countries guaranteed

"We are very pleased about the collaboration with DATAPLOT. It will enable us to offer our customers even better service around all aspects of our STYLine®-wallpaper. DATAPLOT has a high degree of expertise in slitting and marketing digitally printable non-woven wallpapers. And their direct contact to specialist retailers and the advertising and printing industry in over 40 countries is another advantage we will benefit from," says Florian vom Bruch, General Manager at Felix Schoeller Digital Media. As well selling the products, DATAPLOT will also be responsible for slitting and logistics. DATAPLOT will also ensure that customers receive competent support in all aspects of converting the products. Schoeller will provide the necessary product quality and expertise. "Felix Schoeller Digital Media offers the very highest quality products, from development through to production. This expertise is an excellent fit for EMBLEM. That is why we see this partnership as the ideal way of complementing our competencies and ensuring that we continue to offer our distributors and partners nothing less than the very best quality," says Karsten Werther, CEO of DATAPLOT GmbH. Standard rolls are available in widths of 75 cm and 155 cm and, with run lengths of 55 to 75 m, they are optimally suited to the needs of the market. Special widths and lengths are also available on request. Customers who would like to see the quality of these non-woven products for themselves are welcome to request sample rolls at info@dataplot.de or get in touch with their key contact partners at Felix Schoeller Digital Media.

You will not have to wait long to find out more: Felix Schoeller and DATAPLOT experts will be at Heimtextil 2018 (09.-12.01.2018 in Frankfurt), working together to answer any questions you may have about digital printable non-woven wallpaper. The Felix Schoeller Group will be showcasing its STYLine® wallpaper in all its different facets at Stand F51, Hall 3.1.

Photos and credits:



1: Karsten Werther (l.) and Florian vom Bruch (r.) seal the partnership deal in Osnabrück.



2. Five grades are available – either as STYLine® or EMBLEM based on Felix Schoeller.

About DATAPLOT:

Based in Germany, DATAPLOT is the manufacturer of EMBLEM inkjet media for LFP digital printing. DATAPLOT has its own media manufacturing facility, and develops and markets papers, textiles, types of vinyl, PVC banners, laminates and a whole

range of products for the LFP market. Some of the raw materials are converted using DATAPLOT's own coatings. They are constantly refined and adjusted to market needs. The company has a storehouse of experience with inkjet products, having worked in the field for over 30 years.

Its current product portfolio also includes tools for converters, along with print-and-cut plotters and industrial presses for the advertising, signage and outdoor advertising industries. DATAPLOT also represents renowned manufacturers from all over the world. Its products and systems are sold worldwide. Different experience in using EMBLEM media and the corresponding machines and software often converge to produce new approaches and application ideas. Systems thinking is firmly rooted in DATAPLOT's approach. Customer satisfaction is at the heart of its business success. That includes the technical service and good availability of spare parts, so highly acclaimed by satisfied customers. The company is headquartered in Henstedt-Ulzburg near Hamburg.

About the Felix Schoeller Group

Founded in 1895, the Felix Schoeller Group is a family business with worldwide operations producing specialty papers. With around 2,320 employees, the renowned Osnabrück-based company produced and marketed almost 312,000 tonnes of specialty papers in 2016 and posted a total turnover of 710 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 joint ventures in the Russian Federation and the People's Republic of China. It has sales offices in Los Angeles, Sao Paulo, Tokyo, Shanghai, Kuala Lumpur, Mumbai, Melbourne, Moscow, and Prague.

The Felix Schoeller Group exemplifies uncompromising quality, unique flexibility and true partnership. The result: Best Performing Papers. Worldwide.

For any enquiries please contact:

Dr Friederike Texter

Senior Vice President Corporate Communication

Schoeller Technocell GmbH & Co. KG

Burg Gretesch

49086 Osnabrück

Tel.: +49 (0) 541 3800-453

Fax +49 (0) 541 3800-848

Email FTexter@Felix-Schoeller.com

www.felix-schoeller.com