

## **PRESS RELEASE**

**Osnabrück, May 2016**

### **Introducing PANTONE® VIBRANT: Matching over 99%\* of all PANTONE Colours with the new premium paper from renowned industry leaders Felix Schoeller Group and Pantone**

*It's even better together! The Osnabrück-based Felix Schoeller Group and Pantone LLC in Carlstadt, New Jersey, have bundled their expertise and experience in papers and colours to set a new standard for design and prepress applications. The premium paper they have developed in close collaboration increases end-users potential for reproducing colour precisely and reliably without complicated colour management: PANTONE® VIBRANT – colour communication at its best.*

Thomas Leifert, heading up the Felix Schoeller Group's Digital Media Business Unit together with Jörg Borker, explains why the product is so exciting: "We have developed a paper that opens up the possibility of accurately reproducing over 99%\* of all PANTONE Colours. This can save time and money for agencies, designers and architects."

„Pantone is delighted to partner with the world leader in high quality speciality paper. Felix Schoeller Group's introduction of PANTONE® VIBRANT will take one of the key variables in colour management out of the equation: paper quality and consistency. We are confident that this new paper will achieve exceptional quality and colour consistency for the market“, said Ron Potesky, Senior Vice President and General Manager at Pantone.

PANTONE® VIBRANT has been manufactured with industry-leading quality control in order to develop a consistent high-performance product that will satisfy colour critical applications. The paper has an attractive feel and flat matt surface to match the surface of offset papers; the back-side print of the PANTONE® VIBRANT logo makes it unique.

“We want to support agencies, designers and architects in their work by supplying high-end products that enable them to devote more time to their creativity,” Jörg Borker explains. “They now have the possibility to standardise the creative process globally before the final proof and achieve a significant increase in efficiency.”

This carefully targeted development is also one of the results of the Felix Schoeller Group elevating its activities in marketing digital media papers. “We have many years of experience in proof papers and we are using it to create new and interesting opportunities for all market participants,” says Frank Schmitz, Vice President Product Management at Felix Schoeller.

Felix Schoeller will exhibit the new product during the upcoming Drupa-fair in Duesseldorf, hall 4, E20, where Schoeller experts will give more information and detailed answers to all questions.

\*The result of matching 99.31% of the PANTONE FORMULA GUIDE solid coated palette, is based on printing with an Epson Stylus Pro 4900, on PANTONE® VIBRANT by Felix Schoeller and without any special colour management systems.

## **About Pantone**

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world’s color authority for nearly 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at [www.pantone.com](http://www.pantone.com). For the latest news, trends, information and conversations, connect with Pantone on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

PANTONE®... Make It Brilliant<sup>SM</sup>.

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## ***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.*

## Logo



Felix Schoeller offers the newly developed papers under the trade mark PANTONE® VIBRANT by Felix Schoeller