

## **PRESS RELEASE**

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### **Reliable Partners in UV Digital Printing: Long-term Cooperation between ORAFOL and Agfa for Traffic Signs and Guidance Systems**

ORAFOL is one of the leading manufacturers of retroreflective materials to produce permanent traffic signs and temporary signs for construction zones. Headquartered in Oranienburg near Berlin, the company also specialises in UV digital printing services for traffic signs. In cooperation with the printing specialist Agfa, the company offers a complete package for this purpose and is thus a strong technology partner for its customers, reliably providing everything from a single source - from materials to printers to service.

### **Engineered to Save Lives - Intelligent and Efficient UV Printing Technology, Highest Quality Retroreflective Films and Complete Customer Service**

The products for traffic signs and guidance devices in the ORAFOL portfolio, which are used worldwide under the name ORALITE®, were developed for all areas and applications where visibility must be ensured despite poor lighting conditions.

### **ORAFOL and Agfa: High Competence to produce Traffic Signs with UV Digital Printing**

The cooperation between ORAFOL and Agfa celebrates its 10th anniversary this year. The close and trusting partnership between ORAFOL and the printing specialist Agfa has resulted in an optimal product range to produce traffic signs for permanent signage and construction zones. This is based on the Agfa Anapurna UV digital printing systems, the ORALITE® UV digital printing inks specially developed for this application, and the ORALITE® reflective films and protective laminates. The technology offers sign shops a highly reliable and easily scalable solution to produce traffic signs.

### **UV Digital Printing Package from ORAFOL and Agfa is Technologically Proven and in Use Worldwide.**

The high-speed hybrid inkjet system with UV LED curing enables high-quality printing on a wide range of uncoated rigid media as well as on roll stock. The industrially developed system is designed for a permanently high workload and maximum efficiency - both in terms of time and costs as well as sustainable production: the "thin ink layer technology" and intelligent workflow software enable extremely low ink consumption. In addition, optimized self-cleaning of the printer prevents unnecessary ink consumption. Furthermore, there is no need to mix inks.

The UV-curable inks for faster drying and with a comprehensive color gamut were developed specifically for the needs of digital traffic sign printing. Developers and application engineers from ORAFOL and Agfa work hand in hand to guarantee the high quality and durability. The inks are also VOC-free, so no solvents evaporate. The LED lamps used for printing on the thermally sensitive materials are very energy-efficient at 290 watts, enabling constant UV output with low costs for maintenance and consumption.

## **Modern, Emission-free and Environmentally Friendly**

In the digital printing process, all colors are printed onto a white, retroreflective base film. The printed image is then covered with a transparent protective film. The film laminate is then applied to the aluminum substrate.

This environmentally friendly production of traffic signs also offers the following advantages:

- High-quality, low-pollutant ingredients in the reflective base film, especially when prismatic materials are used.
- Intelligent processing procedures.
- A long service life due to the protected surface of the combined ORALITE® films and inks.
- Ink savings and low-pollutant processing compared to screen printing

## **Constant Exchange and Further Development for Optimum Service**

The specially coordinated printing technology could only be developed and continuously enhanced in close cooperation between the two partners ORAFOL and Agfa. Stephan Gilleßen, Sales Manager DACH at Agfa, quotes Henry Ford: 'Coming together is a beginning, staying together is progress, working together is success' and continues: "In these 10 years of cooperation, we have been able to learn a lot from each other, have found common paths and are deepening our partnership on the basis of a very trusting cooperation at eye level."

Employees from both companies work closely together in the area of research and development, and both companies ensure that the world's largest OEM technician network for traffic sign printers can meet all customer requirements at all times. Regular technician training courses make an important contribution to this. "We are proud of the trusting cooperation with Agfa. Customers can rely on the consistency, competence, and service orientation from both companies. Agfa accompanies our development and contributes its own technology and great know-how to our joint projects. Thanks to this stable partnership, we can secure our, and more importantly our customers', success in the long term," says Adalbert Dörner, Technical Sales Manager Reflective Solutions at ORAFOL.

The cooperation with Agfa and the sophisticated UV printing technology enables ORAFOL to act as a universal supplier for its customers in the field of traffic signs and guidance systems: Printer, ink, reflective films and service - all from a single source. This also means: one contact person for the customer with a worldwide guaranteed, long-term and at the same time very responsive service and support.

## **About the ORAFOL Group**

ORAFOL was founded in 1990 and has since developed into one of the world's leading specialists in the finishing of plastics. With a strong focus on research and development ORAFOL creates added value for customers worldwide and contributes to technological progress. The range of solutions includes graphic products for all areas of application in the graphic industry, retroreflective films and materials, as well as digital printing technologies for their finishing processes, industrial adhesive tapes,

structured optical components made from different polymers and high-performance films based on polycarbonate, polyacrylate and thermoplastic polyurethanes. With 17 subsidiaries, the group is represented in Europe, North and South America, Australia and Asia. Production facilities are located in Germany, the USA, Canada, Australia, China and Mexico. In the 2022 fiscal year, the company generated a turnover of 870 million euros with 2,600 employees.

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**Picture 1: Anapurna Printer 1.jpg**  
 ORAFOL's long-standing partnership with printing specialist Agfa has resulted in an optimized digital printing system to produce traffic signs and construction zone - based on UV printers from Agfa and using the specially developed ORALITE® UV digital printing inks: the ideal solution to produce certified and non-certified traffic signs.



**Picture 2: 10 Years Cooperation**  
 The cooperation between ORAFOL and Agfa celebrates its 10th anniversary this year. The close and trusting partnership between ORAFOL and the printing specialist Agfa has resulted in an optimally coordinated product range to produce traffic signs and construction zones.



**Picture 3: ORAFOL Production.jpg**  
 As a developer and manufacturer of retroreflective films and materials and a provider of digital printing technologies for their finishing processes, ORAFOL covers a complete service package for road equipment manufacturers in Germany.

**Video: ORALITE® UV Traffic Sign Printer**

<https://www.youtube.com/watch?v=6uJEcsaCzME&list=PLIfkhs5GUCdhQ5iXTYNXtjE-zmyewoyo&index=4>