



## **ORAFOL Trade Fair Highlights at FESPA 2023: Stone Chip Protection Films with Lotus Effect and New Gold Tones for Vehicle Wrapping**

*Oranienburg, May 17<sup>th</sup>, 2023* – Self-adhesive graphic films by ORAFOL are used worldwide in over 100 countries across all continents. The protection of surfaces and the use of PVC-free solutions are becoming increasingly important, particularly in vehicle wrapping. At the FESPA Global Print Expo 2023, ORAFOL presented new stone chip protection films from the ORAGUARD® series with a lotus effect, demonstrated the application of the PVC-free digital printing film ORAJET® 3971RA+ *ProSlide*™ live at the exhibition, and showcased the well-established product for full vehicle wrapping, ORACAL® 970RA Premium Wrapping Cast, in three new gold tones.

### **Optimal protection for painted vehicle surfaces:**

#### **ORAGUARD® 2815 Stone Guard Film with "Lotus Effect" now in two variants**

The polyurethane film ORAGUARD® 2815 Stone Guard Film was specifically developed as a stone chip protection film for full or partial application on vehicles. ORAGUARD® 2815 Stone Guard Film protects against paint damage caused by stone chips, insects, small to medium scratches, chemical contamination, or weathering. The original paint color is not altered or affected by the application of this highly transparent film. At the leading trade fair for the graphic industry, FESPA Global Print Expo 2023, ORAFOL introduced newly developed stone chip protection films with a lotus effect: the glossy-surfaced stone chip protection film ORAGUARD® 2815GF+ and the matt-surfaced stone chip protection film ORAGUARD® 2815MF+. The lotus effect provides particularly effective protection against dust and dirt contamination. The enhanced flexibility of the new products also facilitates the application for full or partial vehicle wrapping.

*Dr. Jonas Kölsch, Executive Vice President of Graphic Innovations, said, "ORAFOL offers high-quality aliphatic thermoplastic polyurethane films. As one of the leading developers and providers in this field, we have further expanded our product range and will continue to do so in the future."*



#### **Live Car Wrapping with PVC-Free Digital Printing Film ORAJET® 3971RA+ *ProSlide*™**

A live car wrapping demonstration took place at the ORAFOL Group's booth throughout the four days of the trade fair. Visitors had the opportunity to witness the quality of the product ORAJET® 3971RA+ *ProSlide*™. This cast film made of thermoplastic polyurethane (TPU) was specifically developed as a PVC-free alternative, particularly for application on vehicles. The ORAFOL technologies RapidAir® and *ProSlide*™ enable precise and easy application of the product on complex surfaces with deep recesses and curves. The white high-gloss film offers excellent printability on all digital printing platforms. Particularly sustainable results are achieved through the combined use of the PVC-free laminate ORAGUARD® 279.

## ORACAL® 970RA Premium Wrapping Cast with Three New Gold Tones

ORAFOL offers a multi-layered, high-performance PVC film specifically designed for solid-color full vehicle wrapping, which does not require additional lamination and is available in 136 colors. The proven product, ORACAL® 970RA Premium Wrapping Cast, is now available in three new gold tones: "Copper Kiss," "Divine Gold," and "Champagne Myst" - each in matt and glossy finishes.

### Bildmaterial

	<p><b>ORAFOL_Steinschlagschutzfolie.jpg</b>  ORAFOL is presenting a new range of its stone chip protection films at FESPA: the variants ORAGUARD® 2815GF+ and ORAGUARD® 2815MF+. Their lotus effect provides particularly effective and long-lasting protection against contamination from dust and dirt.</p>
	<p><b>ORAFOL_Goldtöne_Fahrzeuge.jpg</b>  Specifically designed for full vehicle wraps, ORAFOL has the ORACAL® 970 in its portfolio of vehicle films. The new colors "Copper Kiss," "Divine Gold," and "Champagne Myst" – available in both matt and glossy finishes – expand the color spectrum to 136 different tones.</p>

### 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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