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Hello
again,



Once again, in the year of the World Cup, the Sihl team hopes to gain your custom for new, successful digital imaging transactions. To achieve this, we have put together plenty of information for you again: We introduce you to the advantages of our new canvas material, a premium vinyl and a roll-up and pop-up film starting on Page 7.

Football and promotion:
And on the subject of the World Cup in South Africa, what would be more obvious than to present Sihl's media for outdoor advertising? Turn to Page 6 for more information.

In our "Information Ticker" on page 10, you can find out this time all about the latest IR / latex inks. And at FESPA in Munich, the digital imaging show for large-format inkjet media, you can meet our team in person, watch live printing demonstrations and see examples of the printed media.

Our experts look forward to welcoming you to our Stand 325 in Hall B2.

I am taking parental leave until January 2011, and until then I am pleased to be able to "pass the ball" over to my colleague, [Janine Bülten](#), who has already been actively involved in this issue of Sprint.



Katja Heßeler
Marketing & Communication Manager

Châteauroux plant celebrates 10th anniversary

Diatechnologies s.a.s., manufacturer of media for large-format inkjet prints, celebrates its membership of Diatec and Sihl.



Media from Châteauroux

Self-adhesive Media

- Basic Vinyl Solvent SA 210 glossy 3477
- Basic Vinyl Solvent SA 210 matt 3478
- Basic Vinyl Solvent SA 210 transparent 3479

Creative Paper

- Creative Smooth Paper 240 matt 3314
- Creative Smooth Paper 320 matt 3315
- Creative Textured Paper 240 matt 3316
- Creative Textured Paper 320 matt 3317

Billboard Paper

- BlueSol Paper 135 matt 3250
- WhiteSol Paper 135 matt 3251

Posterpapers

- TrueColor Paper DS 140 matt 3337
- TrueColor Paper 125 matt 3332
- TrueColor Paper 140 matt 3333
- TrueColor Paper 160 matt 3334
- TrueColor Paper 180 matt 3335
- Barrier Coated Paper 100 matt 3310
- PosterColor Paper 120 matt 3311
- PosterColor Paper 170 matt 3312
- PosterColor Paper 200 matt 3313

The French production plant with its 80 members of staff and three coating machines was taken over by the Diatec Group 10 years ago this April. Today, diatechnologies operates its own research and development unit which creates new customer solutions and products.

The factory in Châteauroux manufactures billboard, poster and creative papers.

FSC-certified products are available in the CAD/GIS, imaging paper and inkjet specialty segments.

Special mention should be made of the TrueColor product family: these matt-coated products are produced specifically for CAD drawing prints and high-resolution graphic art presentations.

You can obtain more detailed information about diatechnologies s.a.s. and its products directly from the factory:

diatechnologies s.a.s.
27 Boulevard d'Anvaux
BP227 - Cedex
36004 Châteauroux
France
Tel.: +33 254 60 37 20
Fax: +33 254 60 37 45
Info@Diatechnologies.fr
www.diatechnologies.fr

Sihl Direct webshops – at the service of our customers around the clock

Sihl Direct CH has now updated and activated its webshop exclusively for end customers in Switzerland. Users can obtain information about the entire product range at a glance.

To enable you to find the media you are looking for quickly, we have created overviews which classify Sihl products according to category, application, printer type and article number, or according to media properties such as grammage, thickness, length or width. Using the Sihl Finder function, you can also check the compatibility of our media with your inks, toners and printers. Laminates, varnishes and accessories can also be ordered from our webshop. Another advantage of the webshop is that appropriate ICC profiles can be downloaded free of charge.

Also, Sihl Direct in Germany offers its customers a webshop that is available around the clock, 365 days a year.

The webshop of Sihl Direct Benelux is currently under construction.

The webshops allow you to compile and order media at your own leisure – in the evenings or at weekends. And you find out straight away whether goods are available from stock or need to be produced. Of course, we can deliver articles at short notice. The Sihl webshops also allow you to make a shopping list without having to order directly.

In the list of "purchases made", you can look at previous shopping orders, reuse these and redispach orders. For our international customers our International Sales team is awaiting your orders:

Head office, Sihl AG
International Sales Head Office
P.O. Box 2007, CH-8021 Zürich



www.sihl-direct.ch



www.sihl-direct.de or
<http://shop.sihl-direct.de>

COMPANY 

International Sales: New contact data in Japan from March 1st

Sihl is at your service around the globe – also in Japan.

Contact our Area Sales Manager at his new address.

He will be happy to advise you on Sihl's digital imaging media.

DS Japan Co., Ltd.

Area Sales Manager: Masaaki Watanabe
AIG Kabutocho building 3rd floor, 5-1,
Nihonbashikabutocho, Chuo-ku,
Tokyo 103-0026, Japan
Phone: +81-3-5847-7925
Fax: +81-3-5847-7901
E-mail: sihl.watanabe@coffee.ocn.ne.jp





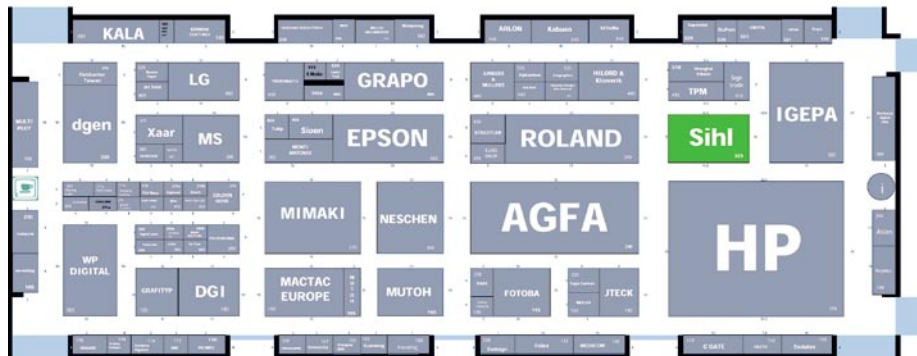
FESPA 2010 in Munich

FESPA 10 2010

Munich
22-26 June 2010

Visit Sihl
from 22nd – 26th June
at Hall B2, Stand 325

Are you looking for inkjet media for indoor and outdoor signs or digital printing machines and inks? The entire digital imaging sector will be represented at FESPA 2010.



The FESPA organizers also offer the following events at the Munich show:

The Sign Summit

This conference is dedicated specifically to the signage industry.

The Innovation Theatres

This year, FESPA will be hosting two "Innovation Stages" at FESPA. These take place in Halls A1 and B3.

Fabric Live!

New to FESPA are the "Fabric Live!" fashion shows, a series of catwalk events which showcase the creative output of the top five textile exhibitors. Daily in Hall A2.

FESPA Awards

The winning entries of the ever popular print awards are on display this year in the entrance hall of the Messe Munich.

In five halls, exhibitors will present everything on the subjects of:

- FESPA Digital (digital inkjet technology, print finishing and displays)
- FESPA Fabric (garment decoration and textile printing)
- and FESPA Screen (screen printing hall)

At Sihl's stand, you can meet our team of competent staff from the production plant and sales departments and find out about Sihl's latest media for the outdoor advertising and sign sectors.

Printing will be demonstrated live on the systems HP Designjet L25500 (IR- / latex inks) and Roland VersaCAMM VS-640 Print & Cut (solvent inks incl. silver metallic) by our experts at the stand.

Special highlights include the TriSolv Paper for billboard advertising and Post-2-Cure Paper for latex inks.

Not forgetting our new products which you can find on pages 7 - 9.



Opening times:

22nd to 25th June: 10:00 - 18:00 hrs.

26th June: 10:00 - 16:00 hrs.

Admission tickets:

Admission to FESPA is free of charge if you register online by 15th June 2010. Order your ticket today at:

www.fespa2010.com

Address:

Messe München
Messegelände
D-81823 München
Germany

www.messe-muenchen.de



photo © C. L. Schmitt, TAM

Munich – the city

With a population of around 1.35 million, the Bavarian capital is Germany's third largest city after Berlin and Hamburg and one of the most exciting cities in the country, known the world over for its beergardens and the famous beer festival. But the city has much more to offer. Discover Munich's landmarks and attractions:

Tour of the Old Town

Take part in one of the tours through Munich's Old Town. The tour includes such attractions as the Marienplatz, the new Town Hall, the Frauenkirche, Promenadeplatz, Theatinerkirche and Hofbräuhaus.

More information is available at:
www.muenchen.de



photo © A. Müller, TAM

Olympiaturm

With an overall height of 290 meters, the Olympiaturm is Munich's highest building. From the observation platform and the revolving restaurant below, visitors can enjoy a magnificent view of the Bavarian capital.

More information is available at:
www.olympiapark-muenchen.de

Deutsches Museum

Immerse yourself in the world of the masterpieces of science and technology. The German Museum looks forward to your visit.

More information is available at:
www.deutsches-museum.de

BMW Museum

The BMW Museum is situated opposite Munich's Olympic Park. Find out about the company's history and take a look at the numerous individual shows in the redesigned museum.

More information is available at
www.bmw-museum.de

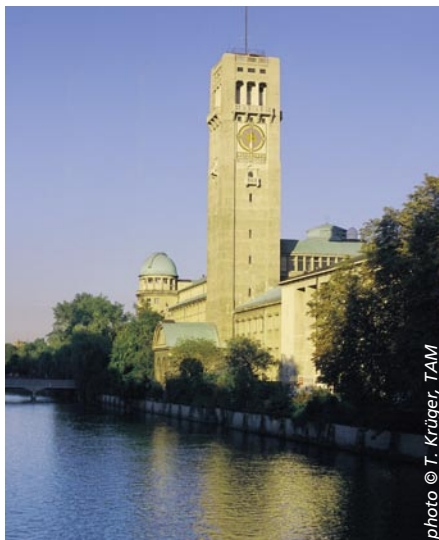


photo © T. Krüger, TAM



photo © T. Höppler, TAM



photo © C. Reifer, TAM

World Cup in South Africa: a dazzling appearance for Sihl's outdoor media

On 11th June, the waiting will finally be over: the opening match between South Africa and Mexico will kick off the World Cup tournament in which 32 nations compete for the coveted World Cup trophy. A major sporting event that captivates millions and turns attention to inkjet-printed outdoor media.













Like you, Sihl would like to acquire new customers and be part of the action with appropriate inkjet media. First of all, of course, with our billboard papers BlueSol and UniSolv or our successful multipurpose papers TriSolv and Post-2-Cure.



We can also offer you suitable inkjet media for outdoor signs, banners, light box displays and vehicle advertising from our wide-ranging collections.



Contact your Sihl representative today.



Our media collection for your success:

City Light posters/light box displays in the outdoor sector			General outdoor advertising		
Product No.		Backlit films	Product No.		Banner
3362		Crystal Backlit UVC 200	3327		IJS Mesh 270
3566		Aurolux Backlit Solvent WF 150	3495		Basic Banner opaque Solvent 370
3549		Optilux Backlit Film Solvent WF 200	3497		Basic Banner Solvent 350
3649		Optilux Backlit Film Solvent WF 130	3626		Tyvek® Banner Solvent WF 280
3856		Backlit Film Front Print WR 145	3488		PVC Free Banner 430
3940		Backlit Film Front Print WR 220	3918		Outdoor-Banner Tyvek® WF 280
			3604		SMART Banner Vinyl WF 375
			3960		Banner Vinyl WF 380
Vehicle advertising and signs for the outdoor sector			Product No.		Billboard advertising
Product No.		Window films	3250		BlueSol Paper 135
3360		Transview Clear Film UVC 150	3691		UniSolv BillArt Paper blueback 120
3989		WindowGraphx EasyTack WF SA 260	3687		TriSolv PostArt Paper blueback 120
Product No.		Self-adhesive media	3740		Post-2-Cure Paper blueback 125
3477		Basic Vinyl Solvent SA 210 glossy	3868		Billboard Paper WR 130
3478		Basic Vinyl Solvent SA 210 matt			
3479		Basic Vinyl Solvent SA 210 transparent			
3634		Classic Vinyl WR SA 280 satin			
3988		Classic Vinyl WF SA 280 matt			

 Solvent (Sol)
 Aqueous ink (Aqua)

 Latex / IR ink (IR)
 UV-hardening ink (UV)

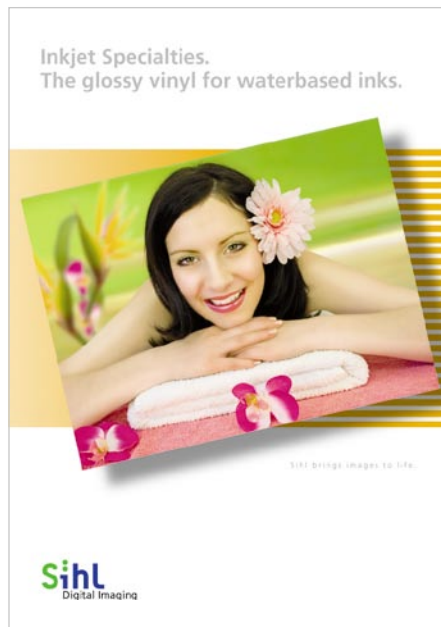
New microporous coated and solvent swellable coated specialties

Large-format printing with aqueous inks is relying more and more on pigment systems. In this respect, customers also want compatible, shiny surface textures for the specialty segment. In response to this, Sihl has added two new products to its portfolio. New additions to the product range are the Premium Vinyl and a canvas product for photo reproductions.

The 270 µm thick **Premium Vinyl SA 270 glossy 3585** is a glossy, microporous coated vinyl film with an aqueous, acrylate-based permanent adhesive.

The microporous coating, which has been specially developed for this film, is universally suitable for all standard aqueous inks, dries quickly and achieves a high color saturation. By renouncing optical brightening agents, the film does not turn yellow as a result of oxidation. The picture therefore retains its original appearance for a long time.

The new vinyl thus surpasses the two older adhesive films available in the product range, Standard Vinyl SA 240 glossy 3828 with its swellable coating that is only suitable for dye inks, and the first-generation Classic Vinyl WR SA 280 satin 3634, and will eventually replace these.



The special type of surface texture produces a homogeneous gloss in printed and unprinted areas. Its water-resistance also allows short-term outdoor application when temperatures are > 0°C. The printed film is compatible with cold laminates and refined in this way is particularly durable.

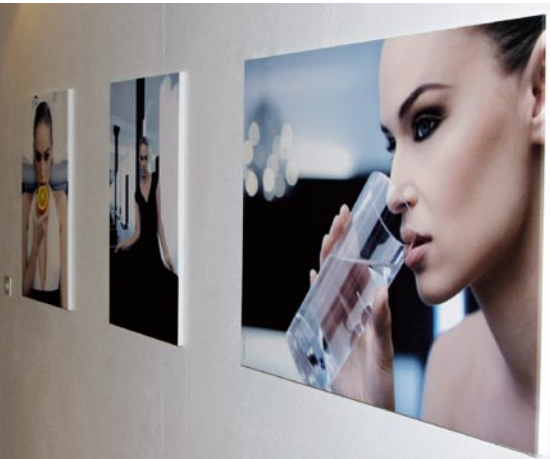
Possible applications are floor advertising when combined with suitable laminating films, signs and advertising both indoors and outdoors.

See following page for description of properties



Premium Vinyl SA

Fortuna Artist Canvas



Properties of the Premium Vinyl SA 270 and Fortuna Artist Canvas 350

Product	Premium Vinyl SA 270	Fortuna Artist Canvas 350
Product number	3585	3582
Surface	glossy	glossy, degree of whiteness 85
Grammage	300 g/m ²	380 g/m ²
Thickness	270 µm (incl. liner)	475 µm
Surface	Gloss > 43 %	Linen structure 2:1
Length	30 m	12 m
Width	91,4 cm (36,0'') 106,7 cm (42,0'') 127,0 cm (50,0'') 137,2 cm (54,0'') 152,4 cm (60,0'')	61,0 cm (24,0'') 91,4 cm (36,0'') 106,7 cm (42,0'') 111,8 cm (44,0'') 127,0 cm (50,0'') 137,2 cm (54,0'') 152,4 cm (60,0'')
Core	2''	2''

The new **Fortuna Artist Canvas 350 glossy 3582** with a grammage of 380 g/m² is Sihl's first high-gloss canvas and is especially suitable for high-quality prints of photos and pictures for interior decoration, e.g. private homes, restaurants, shops and office buildings.

The basis is a robust, dimensionally stable polyester-cotton blended fabric in 2:1 structure. This creates optimal properties so that the product can be stretched easily over a canvas frame. The new microporous coating, which has been specially developed for this application, is extremely flexible so that the edges do not split when the canvas is stretched over the frame.



Users are impressed by the canvas' impressive gloss and outstanding color densities. This significantly increases color gamut, which makes the prints look much more vibrant.

The quick drying time after printing and the water-resistance properties are additional advantages. The coating contains no brightening agents, increasing ageing resistance and color fastness in combination with pigment inks.

New solvent swellable coated media

With the introduction of the high-quality SuperDry Roll-up Film 190 satin 3471 and the SuperDry PoP-up Film 330 satin 3472 for water-based inks at the end of 2008, we now have corresponding products in the roll-up and pop-up range.

With the arrival of the **PolySOL Roll-up Film 180 satin 3515** und **PolySOL Pop-up Film 310 satin 3516** Sihl supplements its range of POS specialties for solvent-based inks.

Both films have an especially dimension-stable polyester base combined with the properties that are characteristic of this type of film:

- high tear-resistance
- especially smooth and even surface texture
- high weight-specific rigidity for self-supporting applications.



PolySOL Roll-up Film

Properties of the PolySOL films

Product	PolySOL Roll-up Film 180	PolySOL Pop-up Film 310
Product number	3515	3516
Surface	satin	satin
Grammage	235 g/m ²	420 g/m ²
Thickness	185 µm	310 µm
Gloss	16 %	16 %
Opacity	> 99 %	> 99 %
Length	20 m	20 m
Widths	91,4 cm (36,0'') 106,7 cm (42,0'')	91,4 cm (36,0'') 106,7 cm (42,0'')
Core	3"	3"

PolySOL
Pop-up Film



Inkjet Specialties.
Roll-Up PET Film for solvent inks.

Sihl brings images to life.

Sihl Digital Imaging

Inkjet Specialties.
Pop-Up PET Film for solvent inks.

Sihl brings images to life.

Sihl Digital Imaging

These two new films also have a grey coating on the reverse side, guaranteeing greater opacity than is required by the application.

The effective SOL coating for solvent inks, which we are familiar with from other products, produces impressive picture reproductions with eco, mild and true solvent inks, a very wide color gamut and particularly vibrant and brilliant colors.

The special solvent-swellaable surface texture is characterized by a short drying time and high scratch and water-resistance.

Both products have been tested with cold and hot laminates and achieve much more long-lasting results with this additional protection.

With a thickness of 185 µm, the roll-up film is ideal for use as a roll-up and as individual wall banners, while the pop-up product with 310 µm is perfect for frame screen display systems.

If you have any questions about the product, please make direct contact with our Marketing and Product Manager Pascal Arnold:
pascal.arnold@sihl.com

Overview of products for use in POS sector

Introductory category	Standard quality	Top quality
Polypropylene with grey reverse side	Hard PVC	Polyester with grey reverse side
Roll-up application 150 – 190 µm		
SyntiSOL PP Greyback 170 satin, 3392	DuraSOL Light 220 satin, 3408	PolySOL Roll-up Film 180 satin, 3515
SyntiTec PP Greyback 180 matt, 3391	Duraqua Light 230 matt 3407	SuperDry Roll-up Film 190 satin, 3471
Pop-up application for frame screen displays, etc., approx. 300 µm		
DuraSOL POS Banner 310 satin, 3608 DuraSOL POS Banner M1 300 satin, 3504	PolySOL Pop-up Film 310 satin, 3516	
DuraBanner UVC 275 satin, 3492	SuperDry PoP-up Film 330 satin, 3472	
Duraqua Rigid 320 matt, 3401		
Self-supporting pop-up systems approx. 450 µm		
DuraSOL Heavy 450 satin, 3508		

Infrared hardening latex inks

Three types of ink are currently established on the market: aqueous pigment inks, solvent inks and UV-curing inks. Aqueous color inks are rarely used in professional fields any more. The new water-based inks are IR-drying latex inks (IR = infrared), which are currently only suitable for use in HP printers from the L-series.

The term "IR" best describes the drying and hardening process of this ink. Printers for latex inks are equipped with a powerful IR drying unit. Unlike the aqueous pigment or dye-based inks, the water in latex ink is evaporated by the heat radiation of the IR unit at temperatures of 90 – 110° C, triggering the hardening process of the latex content. The ink is burnt onto the surface of the media by IR radiation.

In this respect, the process is similar to that of UV-curing systems. The main difference is that in UV curing, all the ink liquid is polymerized, or cured – triggered by the UV light – whereas in the case of IR ink, only the latex polymer that remains after drying creates a surface film.

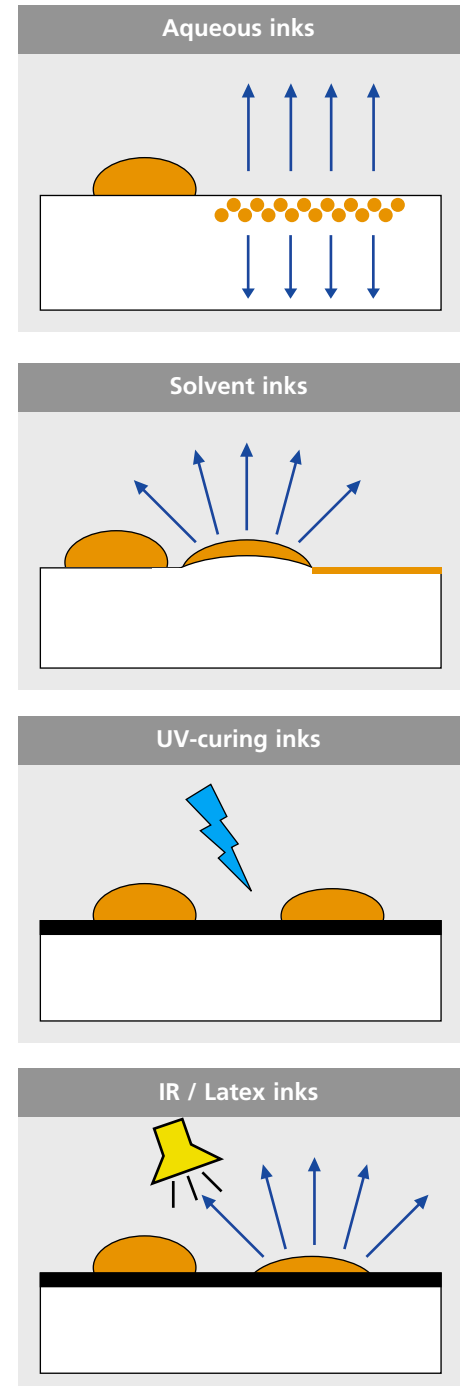
This is one of the advantages of IR ink, namely the flexibility of the color film, which is comparable with that of solvent inks, and does not flake off when the printed material is bent.

The new latex printing technology avoids many of the disadvantages of solvent inks, such as the unpleasant odor caused by solvent vapors and their accumulation in inhaled air if absorption does not occur, and the poor drying property of inks when there is a lack of ventilation and additional heating.

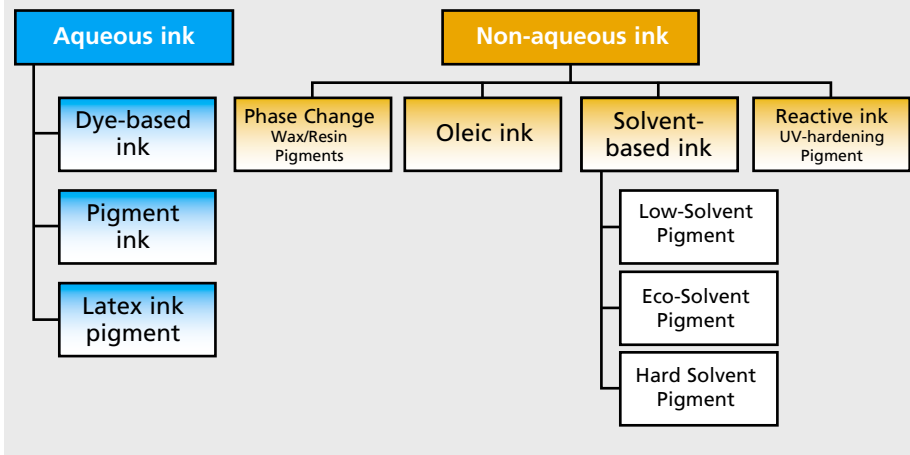
Because of the high water content, the unpleasant odor of latex inks is reduced to a minimum. The ink consists of around 60% water, 10% glycol, 20% solvent which remains solid at room temperature, 2% latex polymers and the usual 8% color pigments.

Prints with latex inks are comparable to those printed with solvent ink systems in terms of picture quality and durability. Their abrasion-resistance is already fairly high, although depending on application, an additional protective laminate may be necessary.

According to manufacturers, latex digital printing is more eco-friendly and is much less of a health hazard. Manufacturer claims that the odorless prints emit only small quantities of volatile organic compounds, hence special ventilation in printing areas is not necessary. Residual amounts of IR / latex inks are not classified as hazardous waste and are neither inflammable nor combustible. Latex digital printing is therefore B1-certifiable with appropriate print media.



Ink drying by comparison



With its latex printing technology, HP offers service providers a versatile printing system which can print on numerous materials, on the majority of inexpensive and uncoated media and solvent-compatible media.

The latex inks were developed primarily as an alternative to solvent and UV ink so that the user can make use of a wide range of uncoated media. But as it is often the case, this claim is purely theoretical because, on the one hand, the media has to be heat-proof because of the strong IR exposure, and on the other hand, the texture of the surface has to allow the latex film to adhere sufficiently to the base and only as a result of this becomes water and weather-proof.

All products that are compatible with solvent inks can be printed, on principle, with IR / latex inks as long as they do not react negatively to the hardening temperature. However, the ink does not always harden optimally, i.e. only an inadequate water and smear-resistance is achieved.

For this reason, Sihl has tested all Sihl media in terms of suitability and only recommends use on HP DJ of the L-series if good results can be achieved. In the Sihl Media Booklet and in the internet, this media is marked with the IR / latex ink symbol.

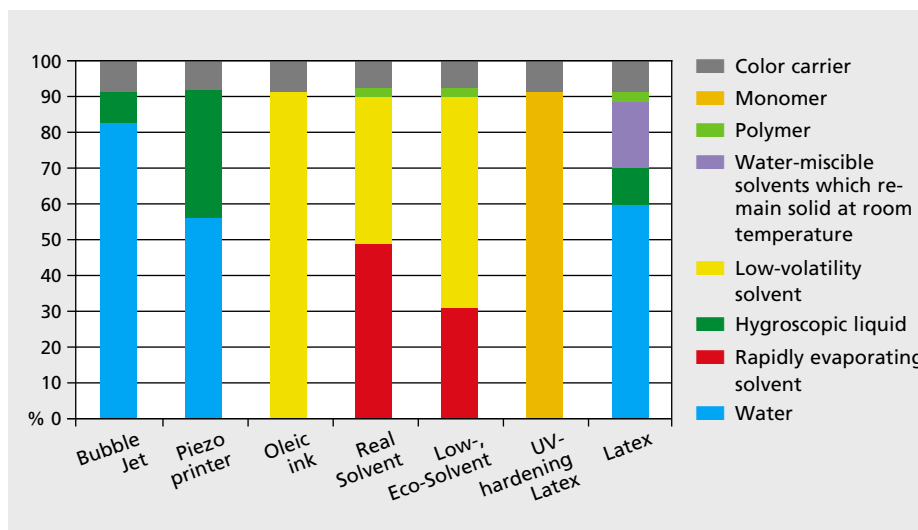
At www.sihl.com, you can obtain an overview of all compatible products using the Media Finder: simply select the appropriate printing system or IR / latex inks.

To fulfill the important and especially high requirements of billposting, particularly in terms of greater abrasion and water-resistance, Sihl has developed the new Post-2-Cure media which achieves optimum results with the latex technology. The prefix "Post" refers to billposting or posters, "cure" refers to the UV and IR hardening process.

These wet-strength papers make it possible to produce weather and water-resistant prints both with the new latex and UV-curing inks. They have been tested and are explicitly recommended for billboardage.

With these bright white poster papers, digital print service providers can now produce prints that are significantly less harmful to the environment but are still as productive.

The Post-2-Cure media were presented as new products in the 15th edition of Sprint and they have since proven to be exceptionally popular.



Inks by comparison

Our Product Manager Stefan Bruch will be happy to answer any questions you have about this new media:
stefan.bruch@sihl.de

IMPRESSUM

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Arkwright with FSC certification

Another member of the Diatec Group, the US American company Arkwright Advanced Coating Inc, a developer, manufacturer and distributor of coated papers and films as well as special digital imaging media, has adapted its processes to comply with FSC standards and recently received FSC certification (SCS-COC-003036).

This means that the standard of Sihl's plants and the French production plant in the Diatec Group in Châteauroux has also been achieved in the US plant. Products which have already been fully

converted to FSC raw materials, are specially designated in the online media catalogue. Media with the FSC logo are produced on a cellulose basis from sustainable forestry.

 COMMUNICATION

Sihl brand communication

We would be delighted if you intensified communication with your customers with information about Sihl and its products. We would be happy to support you with the Sihl logo and appropriate corporate texts.

 To ensure that the logo is correctly used and has the right effect, we have stored it in various files for you.

 Digital Imaging

We would also be happy to provide you with up-to-date articles about our company for your brochures, flyers, website or trade fair stand.

Write to:
 janine.buelten@sihl.de

The latest press releases and pictures can be downloaded free of charge from our website:
www.sihl.com > News > Press / PR

PRODUCTS 

Creativity meets quality



Professional Photo Inkjet – Creativity meets quality.

P3 – outstanding for photography

Sihl diatec group

Professional Photo Inkjet Media.

2. Sihl Professional Photo Inkjet Gallery

- Professional Photo Barista Paper 150 satin (with barista surface)
- Professional Photo Inkjet Museum
- Professional Photo Canvas 322 matt

Product	Surface texture	Weight	Color
Professional Photo Barista Paper 150 satin	matte	150 g/m²	white
Professional Photo Inkjet Museum	matte	300 g/m²	white
Professional Photo Canvas 322 matt	matte	322 g/m²	white

The advantages of the products

- High color saturation, impressive depth of effect
- Excellent reproduction of black and white
- High color brilliance with eye and pigment-based inks
- Perfect gray balance
- Natural skin tone reproduction
- Homogeneous gloss in printed and unprinted areas
- High contrast
- Finest resolution of detail in light and shade
- Consistent quality, good surface feel and high longevity

3. Sihl Professional Photo Inkjet Studio

- Professional Photo Paper PE 320 high glossy
- Professional Photo Paper PE 300 silk
- Professional Photo Paper PE 320 double-sided silk

Product	Surface texture	Weight	Color
Professional Photo Paper PE 320 high glossy	high glossy	320 g/m²	white
Professional Photo Paper PE 300 silk	matte	300 g/m²	white
Professional Photo Paper PE 320 double-sided silk	double-sided silk	320 g/m²	white

professional photo inkjet

Studio · Gallery · Museum

The three P3 Studio papers are also now available in A2 format!

New P3 flyer in DIN A5 format available now.

In response to numerous requests, Sihl has now developed a brochure introducing the properties of the P3 product range with its advantages and test results.

Order a copy from our Customer Service today!