

Sihl Digital Imaging – Latest news



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Hello again,

An eventful year for Sihl is drawing to a close: not only have we undergone a re-orientation as „The Coating Company“ and subsequently adopted a new image, but we have also continued to develop sensational products for new printing technologies....

Progress is unstoppable, and Sihl is always your contact when it comes to developing product solutions.

We not only aim to achieve technological advancement but also to increase personal proximity to our customers.

Sihl Direct bv also demonstrates customer proximity and service with its own in-house exhibition. Read more on this page.

On Page 6 you can read the success story of famous artist Ai Weiwei: our Wallpaper Persomural 170 was chosen for his series of exhibitions.

And if you want to know what factors you should consider when choosing roll-up or pop-up media turn to Page 8.

We would like to wish you all a very Merry Christmas, a relaxing festive season, and a successful start to 2012!

Janine Bülten

Janine Bülten
Marketing & Communication DI

Sihl Direct bv's in-house exhibition in Belgium

Sihl Benelux teams up with HP to exhibit printers and media

As a result of our successful partnership with Hewlett-Packard (HP) in Belgium and HP's „Latex Bus Tour“, Sihl Direct bv organised an in-house exhibition on 8th November. Customer service is a matter of great importance to Sihl Direct, and this way we offered customers the chance to find out more about new products from HP and Sihl and to personally meet the Belgian team.



On its tour bus, HP presented its brand new L26500 and a number of samples printed with HP latex inks in their respective applications.

Sihl Direct presented its complete package for print service providers, show-

ing numerous media and appliances in use. In our in-house exhibition centre, appearing with its new corporate design, visitors were able to take a closer look at the HP Z6200 as well as cutting, folding and laminating systems.

Our recently launched TriSolv PrimeArt SA 275, which was mounted to the wall in widths of 4x2.5m and 6x2.5m, attracted particular interest. Like all TriSolv products, this material is ideal for all standard systems using latex, solvent and UV inks. More detailed information about this product is featured in the 20th issue of Sprint or under www.sihl.com.

During a tour of the company premises, customers were able to take a look at Sihl Direct's extensive warehouse facilities, which enable Sihl Digital Imaging to deliver media promptly.

Because of high attendance figures and the positive response to the exhibition, we plan to stage a similar event next year.





Greater productivity of photo media and films

Sihl Düren adapts reel measurements of photo media and films

To avoid price increases and make our products more cost-effective for our customers, we have introduced longer reels of photo media on 3" cores to our standard product range products and intend to gradually phase out the shorter 2" versions.

We also offer our film products on 2" cores with running lengths that are a 1/3 longer. One significant advantage is that more square metres can be delivered per pallet, thus reducing transport costs. This minimizes the amount of packaging material needed, fewer deliveries have to be made and therefore a reduction in CO₂ emissions is achieved.

Alongside environmental benefits, these modifications have other advantages:

- The reel in the printer does not have to be changed so frequently => higher productivity for customers, greater printing output overnight
- Less residual paper for the customer because the beginning and end of the reel are less significant in relation to total length
- Less curl, or so-called roll-set/curl, because the core has a larger diameter
- 3"-cores are more universal because a 2"-adapter can be used and is available from Sihl on request

These measurements absorb any possible cost increases. Products previously offered on 2"-cores, however, can still be ordered at a 10% surcharge.



List of media offered on 3"-cores with a longer running length:

Product name	New reel length
Supersorb Photo Paper PE 220 glossy 3938	45 m
Supersorb Photo Paper PE 220 satin 3944	45 m
Maranello Photo Paper PE 195 satin 3620	50 m
Maranello Photo Paper PE 195 glossy 3999	50 m
Imola Photo Paper PE 170 pearl 3698	61 m
Mirano POS Photo Paper PE 220 satin 3674	45 m

New reel lengths on 2"-cores:

Product name	New reel length
SuperDry Roll-up Film 190 satin 3471	30 m
SuperDry Pop-up Film 330 satin 3472	30 m
SuperDry Display Film 165 glossy 3473	30 m

FESPA Digital 2012 from 21st – 24th February in Barcelona

FESPA¹²
DIGITAL
2012
Barcelona
21-24 February 2012

Sihl Digital Imaging exhibits media and printers in Hall A3, Stand F70

Barcelona is the venue for the 5th FESPA Digital, which is widely recognised as the most important trade show for the digital printing community.

Over 400 exhibitors from all over the world will take part in this show. As usual, large format digital printing machinery, inks, substrates, pre-printing, finishing solutions, software, workflow and incidentals will be presented.

These exhibits will be supplemented by small format digital printers, labelling

systems, digital textile printing, embroidery and garment decoration. Sihl Digital Imaging will show a selection of media on the Roland VS-640, once again on its own stand. Product highlights will include the PolySOL Roll-up Film 180 satin 3515, AuroLux Window Film Solvent EasyTack 240 glossy 3565, the TriSolv family and Iduna Artist Canvas Solvent 420 glossy 3584. Visit the Sihl team in Hall A3, Stand F70. We look forward to meeting you and offering you advice!

Opening times:

Tuesday, 21st February to Thursday, 23rd February: 10.00 – 18.00 hrs.
Friday, 24th February: 10.00 – 16.00 hrs.

Admission tickets:

Admission to FESPA is free of charge if you register online by 20th February under: www.fespa.com/digital

Address:

Fira de Barcelona, Gran Via
Av. Joan Carles I, 64
08908 L'Hospitalet de Llobregat
Barcelona, Spanien
www.fespa.com/digital/
www.firabn.es





Wetec 2012 from 2nd – 4th February in Stuttgart

Sihl Direct Germany exhibits media and printers in Hall 8, Stand A24

In February next year, WETEC (advertising technology) is scheduled to take place for the first time over a period of 3 days in Hall 8 at Messe Stuttgart. It forms part of the trade fair network EXPO 4.0, which also organises TV Tec-Style Visions, POS Masters and Digital-Signage Tec. On an exhibition space of 35,000 m², everything to do with modern advertising will be presented to interested visitors in a compact and clear form. Visitors will have the opportunity to talk at leisure to suppliers.

This show will take place every other year and is divided into the areas sign making, digital printing and illuminated signs. Sihl will participate with a stand in the digital printing sector and carry out live printing demonstrations on the following printers:

- SwissQPrint Impala
- HP Designjet L25600
- HP Designjet Z6200
- Roland VersaCAMM VS-640

Opening times:

Thursday, 2nd February and Friday, 3rd February: 09.00 – 18.00 hrs.
Saturday, 4th February: 10.00 – 17.00 hrs.

Admission tickets:

Admission is free of charge if you register beforehand online under:
www.wetec-messe.de

Address: Neue Messe Stuttgart
Hall 8 / WEST Entrance
Messeplatz 1
70629 Stuttgart, Germany
www.messe-stuttgart.de
www.wetec-messe.de





Ai Weiwei exhibition series on Wallpaper Persomural

View of the exhibition at Fotomuseum Winterthur
© Christian Schwager

Examples from real life: The first major exhibition of artist Ai Weiwei at Zurich's Fotomuseum Winterthur from 28th May to 21st August 2011

Interlacing is the title of the first major series of exhibitions of photographic and video work by artist Ai Weiwei. It spotlights the documenting, analysing and multichannel-communicating of the artist. Since returning to Beijing, Ai Weiwei has tirelessly documented the everyday social reality in China and discussed this via blogs and Twitter. Photographs of radical changes in urban development, the search for earthquake victims and the destruction of his Shanghai studio are presented along with photographic projects, the documentary project Fairytale and countless blogs and photos taken by a mobile phone.

Ai Weiwei is an architect, conceptual artist, sculptor, photographer, blogger, twitterer, interview artist and political activist who concerns himself with current themes and social problems. He deliberately questions social relationships in China and in the world – by means of

photographic documentations of the architectural destruction of Beijing in the name of progress, provocative surveys of the world, his personal determinations of location in Study of Perspective and radical editing of the past, in order to create possibilities for the present and future. This first major exhibition and book project dedicated to his photographic and video work, sheds light on the diversity, complexity and interlaced character of Ai Weiwei's work, with hundreds of photographs, blogs and explanatory essays.

The museum commissioned the Zurich print service provider „The Image Factory“ to print the exhibits. The company made a conscious decision on the Wallpaper Persomural in combination with the Epson printers 9900 and 11880. This material made it possible to distribute the impressive pictures over the museum's entire wall space. As a result of the di-

versity and combination of images, as well as their size and form of presentation, the viewer is confronted far more intensively by the subject matter.

„The Image Factory“ also uses Sihl's QuadraSorb Paper 150 matt 3526 and Luna Artist Canvas 340 matt 3857 (Swiss order number J47). More information is available under www.etterimage.com.

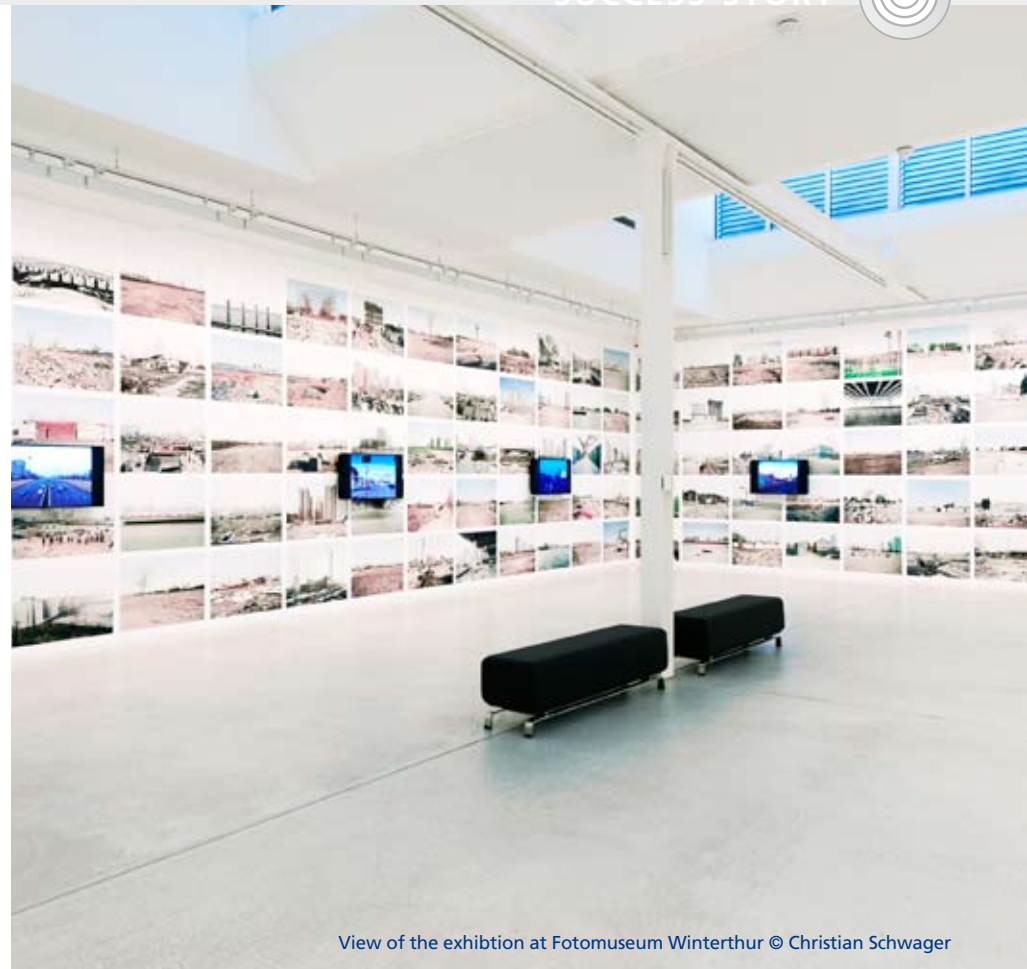
The museum's technical department chose our wallpaper because of the following properties:

- Attractive structure
- Good dimensional stability of the fleece material – in both a dry and wet state
- Best printing results
- Easy bonding and handling

Another advantage is its robustness and



Ai Weiwei © Andrew Dunkley



View of the exhibition at Fotomuseum Winterthur © Christian Schwager

dimensional stability. The fleece basis of Persomural 170 matt 3260 makes it possible to reuse prints. By using the adhesive supplement Tylose (methyl cellulose), the paper can be moistened and removed after the exhibition, it can be moistened again, pasted and then re-mounted in other locations. Even after repeated use, the dimension of the material remains unchanged and the printed image is as brilliant as ever. In this way, a series of exhibitions can be organised inexpensively and repeated several times without exhibits losing on quality.

Our expert tip: Tylose as an adhesive supplement

- Tylose (methyl cellulose):

Use methyl cellulose powder to produce paste. Chemically neutral and reversible. Very high viscosity in small quantities, very resistant to biological and bacterial degradation, not harmful to human health, pH-stable. To bond cellulose and paper. Suitable for paper montage and restoration, as well as papier maché.

Source: www.kreativ.de/shop

Discover the quality of the material for yourself and order a sample reel from your Sihl contact today!

Advantages of the Wallpaper Persomural at a glance:

- Large colour gamut and good colour reproduction
- Smooth surface
- High opacity
- High dimensional stability and wet strength
- Adhesion with fleece wallpaper paste
- Covers up small holes in walls
- Easily removable
- PVC-free

Physical properties

Product	Wallpaper Persomural 170
Product number	3260
Surface	matt
Grammage	170 g/m ²
Thickness	310 µm
Whiteness (CIE)	105
Opacity	> 92 %
Chromaticity	L*96.5 a*0 b*-3.0
Length	30,5 m
Widths	610 mm, 914 mm, 1067 mm, 1118 mm, 1270 mm
Core	3" ø

Exhibition dates

The exhibition is currently at the Kunsthau Graz until 15th January 2012. It will then move to the Jeu de Paume, Paris, where it will be open from 21st February to 29th April 2012.

Fotomuseum Winterthur

Address:

Grüzenstrasse 44 + 45
8400 Winterthur (Zürich)
Switzerland

Tel.: +41 52 234 10 60

Infoline: +41 52 234 10 34

Fax: +41 52 233 60 97

E-mail: fotomuseum@fotomuseum.ch

Opening times:

Tuesday to Sunday from
11.00 - 18.00 hrs.

Wednesdays from 11.00 - 20.00 hrs.

Closed Mondays

Kunsthau Graz

Address:

Lendkai 1
8020 Graz
Austria

Tel.: +43 316 80 17 92 00

Fax: +43 316 80 17 92 12

E-mail:

kunsthau Graz@museum-joanneum.at

Internet: <http://museum-joanneum.at/de/kunsthau>

Opening times:

Tuesday to Sunday from
10.00 - 18.00 hrs.

Jeu de Paume

Address:

1 place de la Concorde
75008 Paris
France

Tel.: +33 01 47 03 12 50

Internet: www.jeudepaume.org

Opening times:

Tuesday and Wednesday from
12.00 - 21.00 hrs.

Thursday and Friday from
12.00 - 19.00 hrs.

Saturday and Sunday from
10.00 - 19.00 hrs.

Closed Mondays

A closer look at Roll-up and Pop-up Media

The subtle difference – which material is best suited for which application

Mobile advertising spaces are a must for companies wanting to be permanently present in the market. Successfully introduced some years ago, these systems can be optimally used to attract attention at the point of sale or trade fairs. For advertising and information displays, all kinds of shapes and varieties are available, whether as roll-ups, (information) counter, pillars or even display walls with frame screen systems; these different applications require appropriate print media. In the Inkjet POS media segment, Sihl offers a host of suitable printing carriers in several different qualities.

These products not only guarantee our usual high printing quality, but they have also been optimised for use in the aforementioned systems:

Factor opacity

Opacity is the opposite of transparency, and is specified in terms of percent. This indicates how much light is blocked out by a medium.

A medium with 100% opacity allows absolutely no light to penetrate the medium. Free-standing wall banner, roll-up or display systems, which are usually exposed to an incidence of light from behind, look much classier if they have a high opacity. The more light that penetrates the medium, the more clearly supporting rods and bars are likely to be visible on the front of the picture. Colour brilliance and contrast may therefore suffer as a result of strong light permeability.

This is why Sihl's products are usually equipped with a greyback which blocks out almost all backlighting. As an alter-

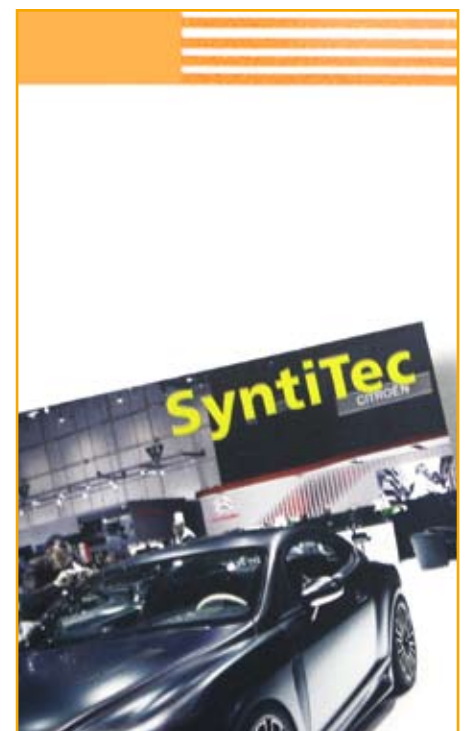
native, Mirano POS Photo Paper PE 220 satin 3674 has a white back, but contains an opaque film in its composite structure, which also enhances the paper's edge-tearing resistance. This means that despite the thinness of the paper, an almost perfect opacity of 99.8% is achieved.

Illustration bottom right: PP with greyback, see illustration on Page 9 bottom left: PP without greyback, illuminated from the back. The bar of the suspended banner is clearly visible and the colours look significantly paler.

Factor colour consistency

For an exhibition stand or in similar areas of application, a combination of stiff and flexible print media is often required.

170-220 µm thick films are usually used in roll-up systems, on the rounded cor-



PP with greyback



ners of frame screen display systems or on round displays. For counters, angular columns or flat walls, however, more rigid 300-450- μm materials are required in order to guarantee adequate stability.

Different media usually produce different basis whites and colour rendering in the printed picture. Even when colours are properly managed, an inconsistent overall picture is unavoidable.

For this reason Sihl offers product groups with identical coatings in a variety of thicknesses. On Pages 10-11 you will find an overview of our roll-up and pop-up media. Combinable product groups with different material thicknesses are indicated as such with a chain symbol.

Factor curl

Crucial for wall banners and roll-up systems is the curl behaviour of the paper, in other words its tendency to curl at the edges. Ideally, the edges of a print remain absolutely flat and neither

curl forwards nor backwards. Nothing looks more unprofessional than a roll-up with a severe curl, which is usually most pronounced in the middle of the banner. This visibly constricts the middle of the picture, as our illustration at the right bottom of the page clearly demonstrates.

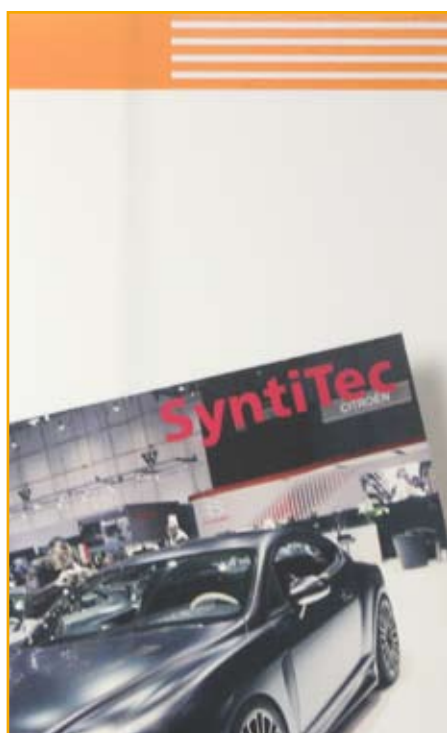
There are a number of reasons why this happens:

One cause can be the way in which the systems are transported and stored. Wall banners are usually rolled up for storage and a so-called roll-set occurs. This causes tension on the reverse side, if the reverse side is rolled outwards. The smaller the diameter of such a system and the stiffer the medium, the more pronounced this effect is. The tension on the reverse side caused by the tightness of the arc, however, is usually reversible, so that it disappears again a few hours after the system has been mounted.

Another cause can be the structure of the material, for example if the components react differently to changes in temperature and humidity. The tensions that are brought about by these changes cause the edges in the middle of the banner to bend backwards or outwards depending on the quality of the material. Such tensions can be caused, for example, by the different climatic conditions at the place of production and place of use. In such cases, it is worthwhile using stable, more rigid media.

Polyester or rigid PVC based Sihl media barely react to environmental influences and usually remain perfectly flat. When exposed to significant environmental changes,

inexpensive polypropylene films tend to curl slightly. The edges of these products often bend backwards, this is not as noticeable as an outwards curl.



PP without greyback



An Example of a pronounced front facing curl

Factor scratch-resistance when used without protection

These kinds of displays are often used several times and in different places so that they are always exposed to a certain wear and tear during the packaging and assembly processes. Ideally, a pressure-sensitive lamination is applied to these products for protection against damage, but this not only means additional expense and effort, it can also cause one-sided tension on the front if the brake setting on the laminator is too strong. When only one side is laminated extreme care has to be taken by the user to

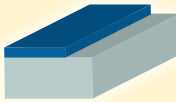
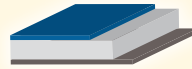
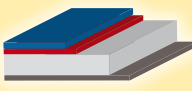
achieve an optimum, tension-free result. Sihl media, especially films developed for solvent inks, are extremely scratch-resistant and are therefore suitable for use without additional protection. For especially heavy duty use, however, protective lamination is recommended.

The SuperDry Roll-up Film 190 satin 3471 and Mirano POS Photo Paper PE 220 satin 3674 in combination with pigment inks are also highly scratch-resistant thanks to their satin surface

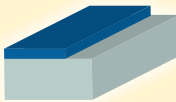
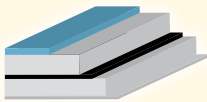
texture. Therefore they are suitable for use without additional protection.

Something all these films have in common is that with or without lamination, they are significantly less expensive for service providers than the products which combine a laminate layer, print medium and reverse side light barrier which have been available on the market for a long time. Above all, ply bond strength and printing quality are significantly better.

Roll-up Media for water-based inks

Aqua	matt		Aqua	satin	
High Quality PET	3407 Duraqua Light 230 <ul style="list-style-type: none"> Water-resistant Reduced memory effect High rigidity 	 <ol style="list-style-type: none"> Porous coating Rigid PVC film 	High Quality PET	3471 SuperDry Roll-up Film 190 <ul style="list-style-type: none"> High resolution Excellent colour gamut High ink absorption capacity Instant dry High degree of stiffness and rigidity Impervious to light 	 <ol style="list-style-type: none"> Microporous coating White PET film Greyback
	3391 SyntiTec PP Greyback 180 <ul style="list-style-type: none"> High opacity due to greyback Paper-like touch Fast print-to-lamination Quick dry 	 <ol style="list-style-type: none"> Porous coating Primer White PP film Greyback 		Economy	3674 Mirano POS Photo Paper PE 220 <ul style="list-style-type: none"> Impervious to light Tear resistant Wide colour gamut Excellent for lamination Instant dry

Pop-up Media for water-based inks

Aqua	matt		Aqua	satin	
Stand. Rigid Vinyl	3401 Duraqua Rigid 320 <ul style="list-style-type: none"> Water-resistant High image definition High opacity 	 <ol style="list-style-type: none"> Porous coating Rigid PVC film 	High Quality PET	3472 SuperDry Pop-up Film 330 <ul style="list-style-type: none"> High resolution Excellent colour gamut High ink absorption capacity Instant dry Very high degree of stiffness and rigidity Impervious to light 	 <ol style="list-style-type: none"> Microporous coating White PET film Blockout adhesive White PET film Greyback



Tip - Alternatives to traditional Roll-up/Pop-up Systems

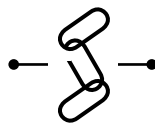
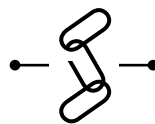
To produce a banner, wall banner or roll-up with reduced opacity but with a striking, textile-like appearance, you can use Synthetic Canvas Solvent satin 3394, which belongs to our range of Artistic Specialties on account of its structure. This decorative polypropylene film embossed with a canvas texture can be printed with either solvent-based or latex inks.

This film is also ideal for rotating banner systems because light from behind does not influence contrasts through the closely positioned endless loop. All products from the PP/PET banner category are ideal for rotating banner systems.



Media for solvent-based inks

Sol	Pop-up Media	
High Quality PET	3516 PolySOL Pop-up 310 <ul style="list-style-type: none"> • High opacity • High degree of stiffness • Tear resistant 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. White PET Film 3. Greyback
	3508 DuraSOL Heavy 450 <ul style="list-style-type: none"> • High degree of stiffness • High image definition • Scratch-resistant 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. Rigid PVC film
	3608 DuraSOL POS Banner 310 <ul style="list-style-type: none"> • High image definition • High opacity 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. Primer 3. White PP film



Roll-up Media	
3515 PolySOL Roll-up Film 180 <ul style="list-style-type: none"> • High opacity due to greyback • High colour brilliance 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. White PET film 3. Greyback
3408 DuraSOL Light 220 <ul style="list-style-type: none"> • High image definition • Good flatness in roll-up displays 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. White Polyester Film
3392 SyntiSOL PP Greyback 170 <ul style="list-style-type: none"> • High opacity due to greyback • High colour brilliance 	<ol style="list-style-type: none"> 1. Solvent swellable coating 2. Primer 3. White PP film 4. Greyback



LEGAL DETAILS

Published by: Sihl Digital Imaging

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Messe Stuttgart

Canvases tested for harmful substances

Three canvas products certified according to Öko-Tex Standard 100

Tests for harmful substances have been carried out on clothing and other textiles for a long time. Now it is becoming an increasingly important issue for decorative material. Now that commercial suppliers offer photofinishing services, art prints on canvases are gaining popularity in private homes, in living rooms and children's bedrooms.

To ensure that our canvas products are harmless, the first Sihl products were tested by Öko-Tex:

Certificate „Confidence in Textiles“ according to Öko-Tex Standard 100 – Pro-

duct category IV (decorative material)

■ Picasso Gallery Canvas Solvent 370 satin 3609

The following canvas products were proven to fulfill the Öko-Tex Standard 100 – Product category III (products without skin contact) in terms of formaldehyde content:

■ Clara Beneficial Canvas white 350 matt 3579

■ Lisa Universal Canvas 390 matt 3647

More products will follow.



**CONFIDENCE
IN TEXTILES**
Tested for harmful substances
according to Oeko-Tex® Standard 100
ZHVO 076842 TESTEX



We wish our Sprint readers a very happy and peaceful Christmas with luck, health and happiness for the New Year!

