

## Neschen at FESPA - Green product innovations in a unique setting

**Bückeburg, April 28, 2022**

As Europe's most prominent leading trade show for advertising and printing technology, FESPA brings together hundreds of renowned exhibitors every year to present their latest innovations to a wide-ranging audience. The Bückeburg-based company Neschen will also be represented again this year and is going all-out green at its appearance in Berlin.

### Neschen Coating GmbH - A specialist company with tradition and vision

The company has long been a pioneer in sustainability in the printing and advertising materials industry. In recent years, Neschen has once again paid increased attention to this area and focused on the continuous expansion of its PVC-free range with PP and PET products and paper-based solutions. "The market demand for alternatives to PVC-based products is growing. We have PVC-free alternatives on offer in all areas and are very satisfied with our development as far as sustainability is concerned," says CMO Erik Geutjes.

At FESPA, Neschen Coating GmbH will focus entirely on its graphic product portfolio and laminators, focusing on the latest green product solutions. "For this purpose, we have developed a special presentation concept in which the sustainable manufacture of our products becomes visible and tangible," says Erik Geutjes. "It is important for us to show that sustainability does not have to mean that a product is less powerful. On the contrary, we communicate how the printing and advertising industry can impact the state of the environment thanks

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#### **Neschen Coating GmbH, Bueckeberg – brands Neschen and Filmolux**

In the field of functional coating of strip-type materials Neschen Coating GmbH develops innovative coating solutions for every requirement. Under the brand name Neschen the Bueckeberg company produces and markets digital print media as well as adhesive and protective media. Under the umbrella of Neschen Coating GmbH, Filmolux as an independent distributor sells the Neschen product portfolio and selected retail products in Germany, Benelux, Italy, Austria, France, Sweden and Switzerland. Due to global procurement and effective material and information logistics the Filmolux sales organisation offers a wide range of products and a high-level service in the visual communication and the book protection market.

to high-quality nature-based alternatives without having to lower their own standards."

#### "The Forest" - Neschen's green world at FESPA

Inspired by nature and its raw materials that go into the manufacture of sustainable Neschen products, the trade fair team will welcome its visitors in an almost enchanted atmosphere. "Now that the Covid travel restrictions of many countries have been lifted, we are looking forward to welcoming and informing many international guests at FESPA and our German customers. After the restrictions of the last few years, I think guests are looking forward to this event just as much as we exhibitors are," says Neschen Managing Director Andreas Mertens.

Divided into various functional areas, "The Forest" exhibition stand serves equally as a presentation of the selected products, information hotspot, and a world of experience: An application expert shows how various products are professionally applied in a separate demonstration area. Visitors can also use the ColdLam 1650 laminator to see how Neschen's protective laminates are applied to the company's printable media. The booth walls are designed exclusively with PVC-free different Neschen printable media, which alternately harmonize with their underlying organic materials. In this way, prospective customers can examine the look and feel of the various products in a very varied way and find out about their more environmentally friendly manufacture.

#### Green innovations in the product portfolio

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The versatile green easy dot® and easySTYLE films will be presented, as will sustainable wallpapers with their extensive range of applications: For example, the paper-based, PVC-free, and self-adhesive furniture film "easySTYLE", which enables high-quality, scratch-resistant results in 15 different looks with uncomplicated handling. Over the past few years, Neschen has launched the easy dot® range of printing films in various polypropylene and polyester variants for different advertising and design purposes, which score points not only for their easy application and high-quality results but also for their low ecological footprint.

And when it comes to sustainable wallcovering, Neschen is also excellently equipped. Twelve printable PVC-free wallpapers already enable versatile, individual interior design with different surfaces and processing options.

Anyone interested in the portfolio of Neschen Coating GmbH is cordially invited to visit the company in Hall 3.2 at Stand No. C30, where they can immerse themselves in the green product world of the Bückeburg-based manufacturer.

[www.neschen.com](http://www.neschen.com)

FESPA, 31.5.-3.6.2022, Berlin, Germany.

Hall 3.2, booth no. C30

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