

press



### **3P's first participation at Shanghai AD & Sign**

For the first time the German based company 3P InkJet Textiles AG will exhibit at the Shanghai International AD & Sign 2007 from 3 - 6th of July 2007. Last year HP Scitex printed at TruColor Flag during the show and the textile printing solution attracted great attention.

Therefore 3P InkJet Textiles AG will be present at AD & Sign 2007 and showcase their latest innovation at booth 1013 together with our distributor in Asia Cheer Art Holdings Ltd. Co.

#### **The green Value product family**

The green Value line is designed to meet today's growing demand for high quality and low-cost products that take care about the environment. Value fabrics are free of harmful substances, the entire production chain is environmentally friendly and certified according to ISO 14001, the environmental management system and validated to the European Union Eco-Audit and Management Scheme (EMAS). 3P offers a wide variety of environmentally friendly fabrics for any sort of application. All Value fabrics provide options for indoor and outdoor use. The versatile Value assortment comprises eight different polyester fabrics for transfer and direct sublimation printing with aqueous- and solvent-based sublimation ink. Besides, the Value line can be used with solvent and UV-curable ink technology producing acceptable results at low cost. The corresponding fabrics for premium quality are TruColor and UV-optimized media.

Value products ensure high-quality and cost-effective printing results with vibrant colors, clear contours, and genuine reproduction. The products differ in texture, gloss-level, feel, weight, and flame retardant coating. Four different flame retardant fabrics: Value Voile FR (IQ-IJ 667), Value Flag FR (IQ-IJ 669), Value Display FR (IQ-IJ 675), and Value Taft FR (IQ-IJ 679) are available, which meet the fire protection requirements according to DIN 4102 B1 and NFPA 701. The most common media for soft signage Value Flag FR and the heavy weight display media Value Display FR are also available without flame retardant coating for outdoor use. The light-weight translucent Voile (50g/m<sup>2</sup>) is excellent qualified for shop decoration, customized curtains or partitions. The semi-glossy, smooth 4,7 mil taffeta is most suitable

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for stylish decoration like backlit booth design. The glossy substitute is Value Satin (IQ-IJ 677) and for maximum versatility 3P additionally offers Value Gloss (IQ-IJ 673), a medium-weight glossy display media. The light-weight Value Spinnaker (IQ-IJ661) with its typical rip-stop structure and excellent stretch resistant attributes rounds off the program. All these fabrics provide options for indoor and outdoor use and are available in 60, 98, and 122 inches roll width. The knitted flag materials (IQ-IJ 669 + 671) also can be delivered in 42, 54, and 72 inches.

Commenting on the participation in China Thomas Pötz 3P InkJet Textiles AG's director of sales and marketing said: "3P InkJet Textiles AG expands consistently its activities worldwide. Therefore we are really looking forward to the Shanghai AD & Sign 2007 to promote our Value fabric line in Asian markets. Our Value fabrics, "Made in Germany", offer ease of use and perfect print performance to end-users. We can set apart from competitors with our low-priced, environmentally friendly fabrics."

### **3P InkJet Textiles AG - innovator of customer-related solutions**

The German based company 3P InkJet Textiles AG has been producing top quality textiles and canvases for large format inkjet printing since 1996. 3P InkJet Textiles AG, the leading manufacturer of InkJet fabrics, attaches great importance to easy handling, printer compatibility and high quality standards. For any kind of ink, for any application and for any large-format printer, 3P offers the right fabric for professional results. 3P InkJet Textiles AG now offers the widest variety of inkjet textiles worldwide.

**Cheer Art Holdings Ltd. Co.** is an agency in the China, specializing in the business of a wide range of printing and advertising materials. It has been our primary aim to develop new products of different types in an innovative manner, to meet the growing demand in the fast-pacing advertising market.

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