



**digifilm<sup>®</sup>**

**ATTRACTIVE PRINTABLE MEDIA**

**am**  
anchor magnets

SUMMER ESSENTIALS



NEW SEASON



CREATE VIBRANT & CHANGEABLE  
DISPLAYS WITH **digifilm**<sup>®</sup>  
ATTRACTIVE PRINTABLE MEDIA



EASY APPLICATION BY INSTORE STAFF



ADD ADDITIONAL LAYERS FOR INSTANT PROMOTION UPDATES

# digifilm®

## ATTRACTIVE PRINTABLE MEDIA

A UNIVERSALLY PRINTABLE RANGE OF WIDE FORMAT, FLEXIBLE FERROUS MEDIA, WHICH HAS BECOME THE PREFERRED CHOICE FOR INTERCHANGEABLE RETAIL GRAPHICS

## VISUAL COMMUNICATION

Visual communication remains a key element of the modern retail environment and an effective method of capturing attention, creating thoughts and conveying information.

**digifilm®** has been designed to create vivid retail graphics displays throughout a store or showroom environment, that can be installed or updated quickly and easily without the need for specialist installation teams and with zero downtime.

Thanks to its light and flexible nature **digifilm®** is suitable for large format displays on flat or curved surfaces making it a versatile choice for retailers.

**digifilm®** is a ferrous media, held in place by magnetic attraction. This allows for additional layers to be applied over one another as required, permitting promotional messages or additional images to be added and removed in seconds by in-store staff.



CHANGE IMAGERY IN SECONDS,  
USING IN-STORE STAFF



EASILY APPLIED TO THE MAGNETIC FACE



HIGH QUALITY PRINT DEFINITION



ADD OR MOVE LAYERS QUICKLY AND EASILY



**digifilm®** FLEXIBLE TO SUIT ANY APPLICATION



# digifilm®

**ATTRACTIVE PRINTABLE MEDIA**

## ALL THINGS TO ALL RETAILERS

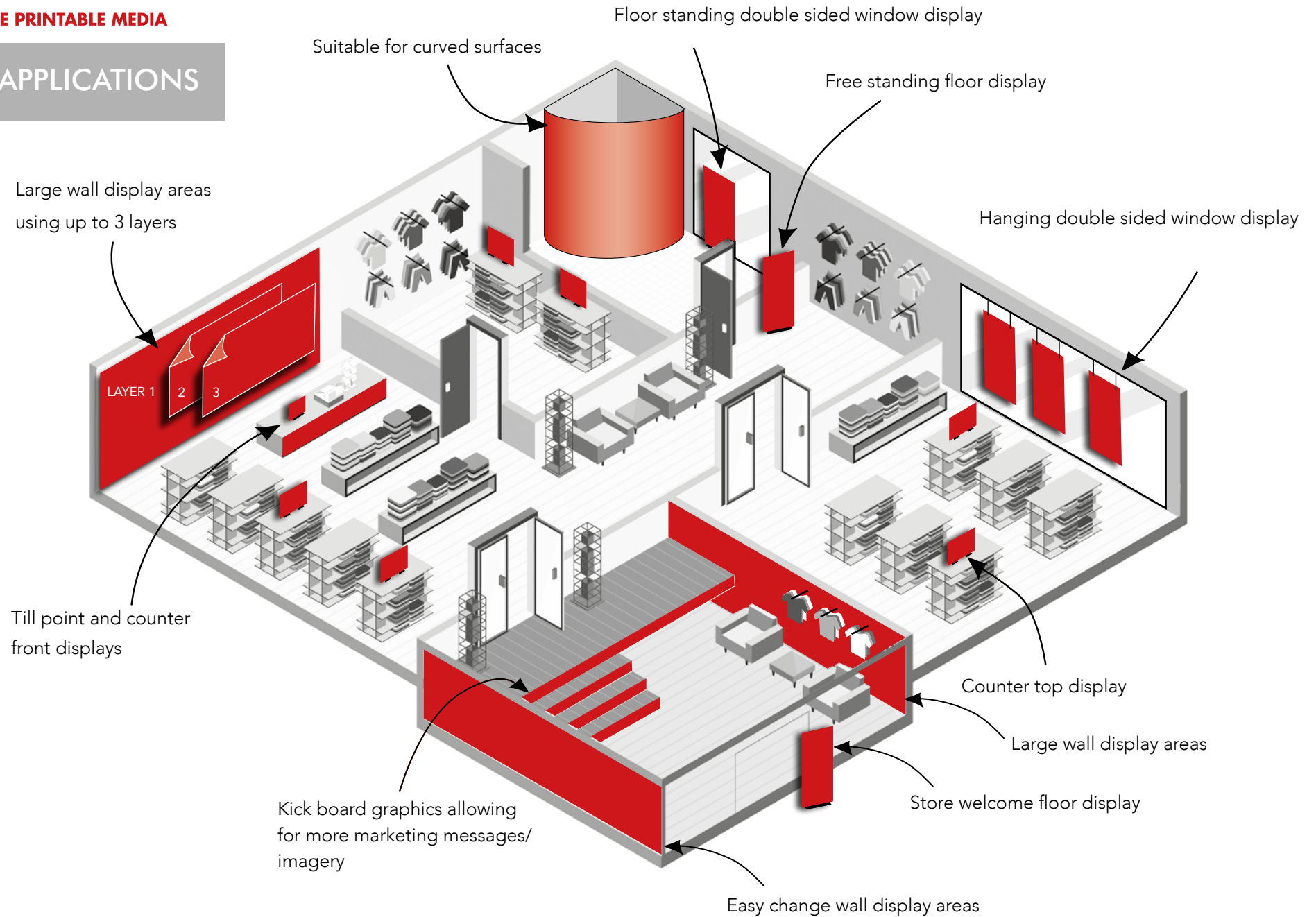
**digifilm®** is both wide format and universally printable; the range has been developed to work with all print management providers and includes variants compatible with UV, Solvent, Eco-Solvent, Latex and Pigment inks, for both roll to roll and flat bed printing techniques.

To ensure compliance with environmental policies the range contains variants that can be recycled should the need arise.

**digifilm®** can be rolled for storage or transportation and thanks to the low memory of the media can still be easily applied and manipulated during application.

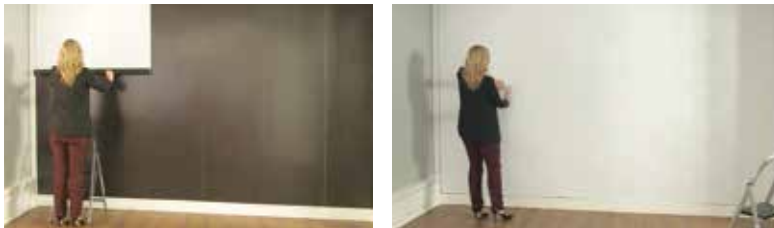
Variant	Printability	Finish	Surface	Thickness $\mu$	Roll Width mm	Roll Length m
<b>digifilm®PP</b>	Solvent, Eco-Solvent, UV & Latex	White Matt	PP	250	1270 1372 1524	50
<b>digifilm®PET</b>	Solvent, Eco-Solvent, UV & Latex	White Satin	PET	180	1270 1372 1600	50

## RETAIL APPLICATIONS





APPLY **supamag**<sup>®</sup> – MAGNETIC SHEET TO CREATE A MAGNETIC SURFACE



IF REQUIRED USE A LAYER OF WHITE **digifilm**<sup>®</sup> TO CREATE A BASE LAYER



APPLY PRINTED **digifilm**<sup>®</sup> TO EFFORTLESSLY CREATE STUNNING DISPLAYS...



...WHICH ARE EASILY AND QUICKLY CHANGED OR UPDATED, ADD ADDITIONAL LAYERS AS REQUIRED

## CREATING YOUR DISPLAY

**digifilm**<sup>®</sup> + **supamag**<sup>®</sup>  
 ATTRACTIVE PRINTABLE MEDIA + SUPERIOR MAGNETIC SHEET

Create a magnetic retail display surface to receive layers of **digifilm**<sup>®</sup> by applying self-adhesive **supamag**<sup>®</sup> magnetic sheet to a flat or curved surface. Alternatively, if a steel surface is present apply double sided **supamag**<sup>®</sup> magnetic sheet to achieve the same result.

Once the magnetic surface is in place simply roll the printed **digifilm**<sup>®</sup> onto the magnetic face.

Add additional layers of **digifilm**<sup>®</sup> to create layered images or add promotional messages as and when required.

### THE BENEFITS OF **digifilm**<sup>®</sup>:

- Universally printable
- Wide Format
- Light and flexible for easy application
- Suitable for flat and curved surfaces
- Quick and simple to install and update
- No downtime or specialist installers required, easy for in-store staff to apply
- Add additional layers as required
- Low memory for easy application following storage or transportation
- Held in place indefinitely by magnetic attraction
- Suitable for roll to roll and flat bed printing
- CLASS A Fire rating under the NFPA Life Safety Code\*
- REACH compliant

\*fire certificates not available for all variants



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