



■ Graphics ■ Documents ■ Technical Coatings

## Neschen Graphic Solutions for point of sale

**IDEAS FOR  
SUCCESS**



## Neschen AG media for customized point of sale design – the sky is the limit!

Digital printing is an unstoppable trend and is quickly spreading to virtually all areas of interior design and the decoration of interior spaces.

In today's commercial environment where shelf space is predetermined, it is becoming increasingly difficult for companies to make their own products stand out from the crowd. Numerous POS solutions and shop-in-shop concepts have therefore been developed in recent years to counteract the monotony of the shopping experience. It has proved to be a complex task to develop these solutions and, in particular, to adapt and distribute them to the various markets.

Up until now, Neschen's customers have mainly been printing houses and advertising agencies. Our POS

programme is also being targeted at interior decorators, company architects and interior designers. This ensures that the various individual design possibilities can be taken into consideration at the planning stage. Current printing technologies allow the use of a wide variety of materials with many different qualities when designing individually printable media.

Whether you are interested in mobile trade show display systems, shop window designs or entire retail concepts – Neschen media for digital printing or the protection and mounting of advertising graphics are always the first port of call. Brand managers make no compromises when it comes to setting up their point of sale displays – neither do we.

We would be happy to recommend the right partner for your projects! Simply call us on +49 (0)5722/207-0 or send an e-mail to: neschen@neschen.de.

› **Where to buy?** In Germany, there are many Neschen-certified digital printers who trust in the quality of these products for the point of sale.

› **We are involved:**



**GERMAN COUNCIL  
OF SHOPPING CENTERS**



Discuss your needs with us. We have the right media for you! Consult our office or field service staff by calling us on +49 (0) 5722 20 70, sending a fax to +49 (0) 5722 20 71 97 or contacting us via e-mail at neschen@neschen.de.

› **For more detailed information, see [www.neschen.com](http://www.neschen.com)**

### 1 Wallpapers

Together with our partner ERFURT & Sohn, we have developed the first PVC-free, digitally printable non-woven wallpaper. With this environmentally friendly, breathable wallpaper equipped with a fire protection certificate, you can customize extensive interior spaces, shopping landscapes and trade show displays. Various textures and a self-adhesive version complete our range of digitally printable wallpapers

- › **ERFURT wallpaper CA with smooth surface and embossed with various different textures**
- › **solvoprint event fleece CA adh**
- › **solvoprint wallpaper**

**Top aims for POS design:**

› **Emotional appeal of product presentation**



› **Orientation towards point of sale**



› **Local and specific approach**



## 2 Floor graphics

The certified „Floor Graphics Solutions“ consist of 2 components: the self-adhesive printing medium and the anti-slip protective film. Depending on the floor surface to be covered, we offer removable and permanent adhesive or no-lite print media: always of the highest print quality and colour brilliance. Our selection of protection films has been extensively tested to ensure the highest safety at the point of sale.

- › solvoprint easy 80 removable
- › combined with certified filmolux protective laminate

## 3 Self-adhesive films for glass

Adhesion on and behind glass places special demands on the film and adhesive. Under the brand name „gudy“, we have been producing double-sided adhesive films of the highest quality standards for decades. Our water-based adhesive achieves the highest level of transparency and gudy window, for example, is easy to apply and removable.

- › gudy window
- › solvoprint easy dot 100 clear

## 4 „easy-to-apply“ adhesive films

The Neschen films from the „easy-to-apply“ range are more than just self-adhesive films. Technical innovations, such as adhesive dot coating, ensure that our easy dot products, for example, can be applied even by inexperienced hands to achieve a bubble-free finish even on large surfaces. Top print quality combined with innovative adhesive technology allows you to transform rooms, shops and trade show displays into customized advertising space in no time at all.

- › solvoprint easy dot 100 glossy / matt
- › solvoprint performance airglide 80



## 5 Display systems

Light display systems are indispensable in modern communication. Wherever ideas have to be presented fast, functionally and professionally (at events, exhibitions, sport and sales events...), our broad range of different systems opens up new possibilities. Easy handling makes transport and construction of the light-weight systems a pure pleasure. Their contemporary and flexible design makes them the ideal mount for all Neschen print media.

- › **expolinc display systems combined with matching special display media**

## 6 Textile (frames)

Using flat welt profiles and textile printing, entire advertising areas can be redesigned in just a few minutes. Whether you want a seasonal statement such as winter/summer or special presentations for fashion or world brands – textile mounts have their own special charm. Their low stretch content means that they always maintain their shape and can be integrated into modern design and architectural elements. You can also combine the medium with acoustic-functional fleece which gives the textile frame an additional sound-absorbing quality.

- › **VARItex display 220 B1 CA**
- › **UVtex blackout 290**
- › **DYEtex PES banner 240 B1**

## 7 Backlit film

Backlit advertising is a special application with very high requirements. Modern printing media must not only be backlit during the evening but must also leave a splendid impression without a light source during the day. This can now be achieved using media with a high degree of whiteness and excellent printing qualities. Often referred to as „dispersion film“, the backlit film displays the advertised product to its full advantage. In situations of high mechanical stress e.g. when there are frequent motif changes or to intensify the shine effect, the backlit film can also be protected and/or finished with a laminate.

- › **printlux/solvoprint citylight superior**
- › **optionally combinable with a matching protective laminate**





The illustrations are customer displays. Please contact the relevant customer re-garding copyright matters.

› [More detailed information at www.neschen.com](http://www.neschen.com)



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