



# press release

# 2019

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# I editorial

## The power of the collective

**HEXIS will be thirty this year.** Our founder, Michel Mateu, established the limited company SHAG HEXIS in July 1989 to manufacture PVC suitable for Computer-Assisted Cutting and to be used as communication media. He then began researching with a small team of enthusiasts; together they grew and evolved the business with the desire to combine performance with service quality.

**Today, we co-direct an international group.** Actually, you could say we organise it in the best possible conditions. Because, family history aside, HEXIS has always been, and is now more than ever, an exhilarating collective adventure. The company was built with the arrival of each member of staff, each bringing their own skills and their own point of view, first at Frontignan, then in our agencies in France, in our subsidiaries abroad, at our site in Hagetmau and so on.

**HEXIS' best asset is its people,** we are convinced of that: people are the drivers of change and therefore progress. Our employees can and must keep adding bricks to the wall, putting forward their ideas, surprising themselves, surprising us. Likewise, we are always listening to our partners and our customers who constantly steer us towards new areas of research. These exchanges between professionals allow us to innovate effectively!



Never give up, you could be two seconds away from a miracle. ”

Arabian proverb

**To succeed is to dare to change, to dare to innovate while maintaining your core values.**

This is the basis we work on within the HEXIS group. To all our staff and partners who have been there from the very beginning and to those who have joined us along the way, thank you for the trust you have placed in us. ■

Caroline Mateu,  
President of the Board of Directors / PBD

Clément Mateu,  
Managing Director / MD



# HEXIS in figures

A producer and distributor of adhesive films for computer-assisted cutting and large-format digital printing for 30 years, the HEXIS group is firmly established as a major player in the visual communication and surface protection market. Its premium “Made in France” products, its culture of customisation and its ability to innovate and diversify its product range have combined to establish its excellent reputation amongst the professionals in image production, attracting more and more major customers. ■



## Established

July 1989

## Founder

Michel Mateu

## President of the Board of Directors

Caroline Mateu

## Managing Director

Clément Mateu

## Headquarters

ZI Horizons Sud  
34110 FRONTIGNAN

## Production sites

Frontignan  
Hagetmau

## Sales agencies

- Metropolitan France:  
Mery-sur-Oise, Villeurbanne,  
Hagetmau, Frontignan
- FWI: Baie-Mahault  
(Guadeloupe), Matoury (Guyana),  
Le Lamantin (Martinique)
- Abroad: Hilden (Germany),  
Brisbane (Australia), Lawrence  
Ville (USA), Mombretto (Italy),  
La Garriga and Arganda Del  
Rey (Spain), Helsingborg and  
Farsta (Sweden)

## Workforce

460 employees, of which 350 in France

## Group turnover

2017: €92.8 m

2018: €99 m (of which €94 m for HEXIS GRAPHICS)

## Investments

Categories	2015	2016	2017	2018
Intangible assets	0.1	0.1	0.1	
Property	0.2	1	2.9	1
Industrial	1.3	3	4.3	2.9
Compliance			3	
TOTAL €m	1.6	4.1	10.3	3.9

## Six product families

Films for computer-assisted cutting (CAC)  
Films for full wraps and decoration (WRAP)  
Films for marking on textile (FLEX)  
Films for large-format digital printing (LFDP)  
Films for surface protection (lamination)  
Films for paint protection (PPF)

## Production in m<sup>2</sup>

2017: 24.6m m<sup>2</sup>

2018: 25.4m m<sup>2</sup>

# Six large areas of application

HEXIS specialises in the production and distribution of premium PVC, PU and cast latex films. By listening to the market and looking out for changes in consumption patterns and the emergence of new requirements, **the company has been able to diversify its areas of application over the years, supported by its ability to innovate**. Thus it can respond to any requirements in the adhesive films market: media for cutting plotters, digital printing, protection and decoration. ■

## › SIGNAGE & SIGNS

HEXIS produces cutting plotter films and printable films for signwriters, sign makers and professionals in interior and exterior signage, who are the company's traditional customers.

## › FULL WRAPS

HEXIS is an expert in designing and producing conformable cast films with a composition conducive to application on 3D surfaces. They are intended for wrapping vehicles, in particular, as well as furniture and other objects.

## › PROTECTION

The special UV-protection, anti-scratch and anti-graffiti laminates from HEXIS are designed for protecting films and surfaces. HEXIS designs high-tech products like the BodyFence range, which are transparent films for protecting vehicles against external aggressions, and the antimicrobial film PureZone®, which is used to protect surfaces in places that demand a high level of hygiene.

## › DESIGN & DECORATION

HEXIS has invested in new markets by offering its cutting plotter, digital and special films for use by designers, decorators and architects (for wall, window and furniture decoration).

## › TEXTILES

The HEXIS laboratories have perfected films for marking on textiles. Cutting flex or printable, these films are flexible and easy to weed thanks to their non-adhesive liner.

## › INDUSTRY

HEXIS innovations can be used in all industrial environments. The group works in particular in the transport sector, especially the rail sector: replacing paint and installing anti-graffiti protection, window protection, decoration and interior and exterior signage for trains, train stations, subway stations, etc.





# Featured products

Adhesives for computer-assisted cutting, media for large-format digital printing, conformable films for full wraps and decoration, paint or surface protection films, films for marking on textile, etc. HEXIS offers **more than 1000 products in its catalogue and launches about thirty new products a year**. In this article, we zoom in on one of these innovations, the THE190EVO, a new-generation premium cast printable PVC film, and on three high-tech on-trend ranges! ■

## › TAKE HEAT EASY®, THE NEW HEXIS TECHNOLOGY APPLIED TO A PREMIUM PRINTABLE CAST PVC FILM

At the SEMA SHOW towards the end of October 2018 in Las Vegas, HEXIS S.A. unveiled its THE190EVO film, a new-generation, high-performance, 50-micron premium cast printable white PVC film.

### **A film that is easy to apply, even for novices.**

The THE190EVO film benefits from the Take Heat Easy® [THE] technology, which comprises a new micro-structured liner developed by HEXIS and a solvent adhesive that provides the ideal level of tack during application. The pattern of the embossing, designed to reduce the initial tack, makes the THE190EVO film easier to install. The HEXIS R&D team also integrated a special layer to accentuate the opacity of the film.

### **A repositionable, multi-application film**

Produced on the latest of the group's production lines, the CAST4 in Hagetmau, the THE190EVO represents the new generation of digital printing films. Conformable, versatile and equipped with an excellent gloss finish, it offers a wide range of uses: full wraps, vehicle fleets, interior decoration, LVs, HGVs, buses, coaches, boats.

**THE190EVO can be combined with several ranges of laminates:** the cast PC190 series (gloss or matt), the PVC-free PC500 (gloss or matt for extreme UV protection and excellent durability) and the structured cast series (carbon, wood, sparkled or concrete effect for a decorative touch).



# Featured products

## › THE BODYFENCE RANGE, A FLAGSHIP OF HEXIS INNOVATION

HEXIS has developed a transparent PU adhesive film with improved surface sliding to protect car bodywork against external aggressions (scratches, stone chips, abrasion, UV). **BodyFence** also makes it easier to clean your vehicle by preventing dirt from adhering to the paint.

This film with self-healing properties is perfect for water-based paints that are more environment-friendly, but also more sensitive to knocks and the weather.

Completely transparent, matt or gloss, it protects vehicles without changing the way they look.



## › PVC FREE: LESS SOLVENT, MORE “GREEN”

HEXIS develops **100% PVC FREE**, “ecological” products. This new water-based production technology reduces the amount of solvent used during manufacture by up to 85%.

These “green” products are available in three areas of application: full wraps with the conformable printable HX500WG2 film, signage with the A5000 range, which comes in 14 colours and is perfect for lettering, and protection with the PC500G2 and PC500M laminates, available in two finishes (gloss and matt) for durable protection in extreme conditions.

The “green” products from HEXIS offer greater durability than PVC films.

## › LAMINATES AND THE HEX’PERIENCE CONCEPT: PREMIUM DECORATION!

With its **lamination films** and its library of printable textures, HEXIS leaves decorators, architects and designers free to play with textures.

Its laminates with textured surfaces have anti-slip properties and even look like wood, carbon, leather, sparkles, etc. With the “**mineral wall effect**” **PCWALL**, interior and exterior surfaces can be made to look like waxed concrete.

Combined with the **HEX’PERIENCE** concept, a large-format and high-definition texture library, the PCWALL creates impressive material effects: concrete, marble, rusted metal or cement tiles.



# The “Made in France” range

All HEXIS films are guaranteed “Made in France”. In fact, HEXIS makes its rolls in its two factories in Frontignan (Hérault) and Hagetmau (Landes). HEXIS can thus guarantee stable production for its customers and assume a premium position.

HEXIS has been producing its own cast vinyls since 2007. PVC, plasticisers, admixtures, fillers and solvents are carefully mixed then coated on particular transfer papers. The film is created by drying, “gelling”, “fusing” them all at 200°C. The film can be very thin (from 30 to 80 microns) and has homogeneous and uniform properties regardless of its orientation. Its range of “Made in France” films continues to grow! ■



## Area dedicated to production

35,000 m<sup>2</sup>

## Frontignan site

252 people working in the production site, all activities combined (manufacture, maintenance, sales, support services, etc.).

### Production equipment

- › 1 solutions mixing workshop
- › 1 coating machine, capacity: 125,000 m<sup>2</sup>/day
- › 2 coating machines, capacity: 22,000 m<sup>2</sup>/day
- › 4 semi-automatic cutters
- › 3 robot-type cutters
- › 1 automatic packing machine
- › 2 thermal oxidisers for burning volatile organic compounds

## Hagetmau site

In 2017, HEXIS restructured its production when it put the Hagetmau site into operation. 75 employees work there, all activities combined.

“

Ultimately, the HEXIS group will have two fully autonomous sites. This configuration will allow it to ramp up its presence in the high-tech product markets. ”

Jean-Philippe Naud / Technical Director

### Production equipment

- › 1 blends and pigment pastes workshop
- › 2 casting machines, capacity: 20,000 m<sup>2</sup>/day
- › 2 cutters
- › 1 packing unit
- › 1 lamination unit
- › 1 thermal oxidiser for burning VOCs

### Acquisitions on the horizon

- › A packaging and packing line (Hagetmau, 2019)
- › A blends and solutions workshop (Frontignan, 2020)





# Direct sales and a distributor network: the ideal mix

HEXIS stands out from its main competitors by adapting its distribution system depending on the markets. Indeed, the group sells its products directly to its processor customers and trades in the products that it does not manufacture (accessories, displays, etc.). Internationally, HEXIS combines distribution of its own products in six countries through its subsidiaries with the use of export distributors. 44% of the group's turnover comes from the metropolitan market, 56% from international markets (subsidiaries and export). ■

## ➤ PRODUCT CONTROL

Faced with its competitor manufacturers and their distributors, HEXIS is able to rely on its great responsiveness and flexibility to meet the needs of its customers. The sales network can forward any requests for very specific products or for custom colours (specific colours), etc, to the Innovation Division, which is composed of the Product department and the Laboratory. This particular feature is one of the group's real strengths.

## ➤ THE SALES NETWORK IN FRANCE

Four HEXIS sales agencies are dotted around the country. The sales network, designed to cover all the departments and regions, employs over thirty staff: 15 in a mobile sales force and another 15 office-based across all the agencies.

The agencies are located in:

- Hagetmau, future logistics centre
- Paris (Mery-sur-Oise)
- Lyon (Villeurbanne)
- Frontignan.

## ➤ SIX SUBSIDIARIES AROUND THE WORLD

At the start of 2018, HEXIS established a new subsidiary in Brisbane (Australia). Including metropolitan France, the group now undertakes direct distribution in the domestic markets of its six subsidiaries: in Germany, Australia, Spain, Italy, Sweden and FWI (Guyana, Guadeloupe and Martinique). This method of distribution makes it possible to supply customers regardless of their size and to adapt to different markets.



We rely on our proximity with the company's support services (Marketing, Products, Laboratory and Training Centre) to provide our customers with solutions. Perfecting products and their distribution chain: one of HEXIS' major strengths! ”

Sébastien Machu / Sales Director France

## ➤ EXPORT: TRADITIONAL AND INDUSTRIAL MARKETS

HEXIS has an Export sales department at its headquarters in Frontignan as well as field sales staff. This department is responsible for organising the network of distributors located in over 50 countries.

The Export department also directly manages industrial projects, for example the London Underground project since 2011.

HEXIS is present in five continents. Since the 1990s, the company has oriented its international development by focussing on the European market as a priority. It now has a solid network of distributors there.

HEXIS then decided to exploit major export opportunities with a strong presence in South Africa, the Middle East and the Pacific region in particular. For the last five years, HEXIS has been successfully focussing its efforts on two iconic markets: the North American continent and China. Development in Asia is one of its current goals.

# Field-oriented R&D

Every HEXIS production site has its own laboratory. 24 employees at Frontignan and Hagetmau are responsible for controls, applied development and production monitoring. HEXIS invests on average 2.5% of its turnover in research and development.

In 2010, HEXIS was regional winner of the INPI Innovation Trophies. In 2014, its teams received two European Digital Press Awards for the cast film HX190WG2, designed for digital printing, and the HFLEX100P, a PVC-free Flex film for marking on textiles. ■

## › PRODUCTS UNDER CONTROL

HEXIS carries out strict controls on the quality of the raw materials as well as the finish products during fabrication and as they exit the production chain.

It measures:

- › Elongation and force at break
- › Colour conformity
- › Surface roughness
- › Peel force
- › Immediate adhesion (or “tack”)
- › Final adhesion to the media
- › Stability over time (in an oven and “QUV”)

QUV, an accelerated weathering technique, makes it possible to assess the durability of CAC media and to assume a position in relation to the competition. The HEXIS technicians run chemical analyses on the raw materials upon purchase, as well as competing products, to obtain a control point 0. In doing so, they study the molecular structure of the products, the solvents in the inks, the nature of the pigments and the different constituents of the polymerics.



Field feedback guides most of our research: **over 30% of new products are the result of “custom” developments** requested by our customers. Ultimately, much of the innovation consists of continuous improvement of the properties of our products and of optimising their stability while respecting market constraints. ”

Christophe Baudrion / Laboratory Director

## › THE ART OF CHEMISTRY

Research at HEXIS focuses essentially on innovation and on improving the properties of products and their ecological nature. The compatibility of the different interfaces between them is essential in order to achieve a stable end product. Mastery of chemistry is essential since a PVC film is actually the result of a complex architecture of ten to fifteen different products.

**Major innovations by HEXIS include:**

- › The HEX'Press technology, which makes it easy to install adhesive films on a substrate thanks to an air egress system (2006).
- › The Cast procedure makes it possible to obtain a PVC film that is extremely conformable and ultra thin (30 to 80 µm). Gaining new shares in the global adhesive media market for Full Wraps (2006).
- › The antimicrobial film PUREZONE combats the proliferation of bacteria (2008).
- › The CAC Cutflex and Printflex ranges of printable films are designed for marking on textile (2010).
- › HEXIS is constantly innovating, especially in the industrial sector (rail): break time of the films, surface protection properties.

# From customer culture to training

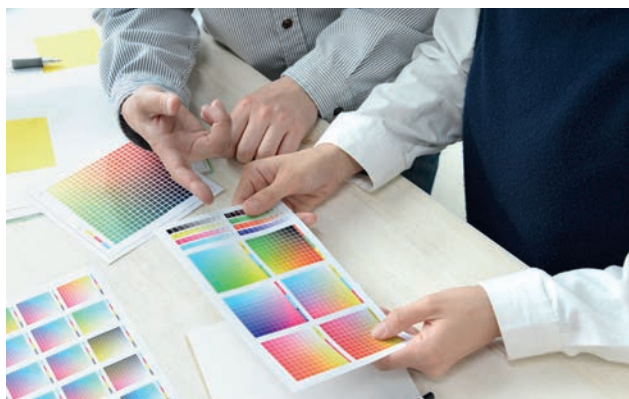
The customer culture is integral to the traditional values of HEXIS. In fact, the service relating to the use of the products is an essential component of the “HEXIS quality”. From the very beginning, but now more and more, HEXIS is helping its customers choose the products, the printing and the installation of its adhesives. Right through to training HEXIS-approved installers. ■

## › MAKE A GOOD IMPRESSION TOGETHER

The development of digital printing led HEXIS to share its employees’ expertise in this field with its customers. The company created a **Printing Division to help its customers optimise the printing of its media**. It also participates in their development in conjunction with the laboratories, quality control and the after-sales service.

In parallel, the Printing Division also provides constant technological monitoring. Being a partner of printer, RIP and laminator manufacturers means it can evolve its products with the technologies of the market.

HEXIS provides its customers with access to nearly **2,500 ICC profiles**, 45 of which are certified profiles.



## › THE ONLY APPROVED TRAINING CENTRE IN FRANCE

The Applications Division of HEXIS participates in product development and testing over time and provides training for the group’s customers.

HEXIS currently has the only approved application training centre in France and **trains between 400 and 450 installers a year in Frontignan**. Most importantly, HEXIS is the only manufacturer to provide its own training; its competitors use subcontractors.

**The HEXIS training centre is destined to become a test centre** for future teachers who will teach the profession of “Media applicators” soon to be recognised in France.

The centre has six trainers and manages the approved installers in all the countries where the group is located. **It offers a dozen training courses:**

- › Full Wraps: basic, discovery, advanced
- › The basics of adhesives for signs and signage
- › BodyFence bodywork protection film
- › Automotive solar protection film: basic, advanced
- › Building security and protection films
- › Interior decoration
- › Digital printing: optimisation, advanced
- › ICC profiles

**HEXIS offers three types of “HEXIS approved installer” certification:** Sign, Wrap and BodyFence.

# Industrial and human change mastered

HEXIS has been introducing a wide range of sustainable development values into the company's day-to-day running since it was created. Its Quality Security Environment Energy (QSEE) managers and Human Resources managers, in particular, are involved in their actual implementation at all of the group's French sites. An essential synergy for a company undergoing strong development. ■

## › HEXIS CERTIFIED ISO 9001

HEXIS is certified **ISO 9001: 2015**. In 2005, the company was one of the first in its sector of activity to obtain certification for all of its design, manufacturing, distribution and trading activities in relation to visual communication media and protection films across all of its sites.

**The company is now working towards, and hopes to achieve by 2020, certification according to IATF 16949**, which is the industry standard based on ISO 9001 for the automotive sector (automotive production, services and accessory parts).

## › HEXIS IMPLEMENTS A CONTINUITY PLAN

In the context of the continuity of its activities, HEXIS has decided to implement a BCP, or Business Continuity Plan. This guideline improves responsiveness in order to cope with major risk scenarios by quickly establishing clear, simple and effective action levers. HEXIS ensures the sustainability of its industrial activities and services through the BCP.

## › HEXIS MONITORS ITS ENVIRONMENTAL IMPACT

HEXIS complies with the ICPE (Installations Classified for the Protection of the Environment) regulations on atmospheric emissions. The company is equipped with **three thermal oxidisers**. Operating them in tandem makes it possible to avoid any atmospheric emission caused by a process malfunction and to safeguard production. Concerned about environmental preservation, the HEXIS group is committed to reducing waste on a daily basis and continually strives to minimise its impact on the environment. In addition to its own atmospheric emission controls, HEXIS has also been complying with **Atmo Occitanie since 2016**.

## › ISO 50001, ENERGY MANAGEMENT

At the end of 2016, HEXIS obtained **ISO 50001: 2011 certification for its energy management system**. The objectives are the sustainable control of energy performance, the analysis and control of significant energy consumers, the reduction of costs and the optimisation of resources as well as the implementation of an energy policy understood and applied by all employees, who must be trained and informed accordingly.

The QSEE team at HEXIS is working in particular on partnerships to promote third-party investment in energy management.

## › HEXIS GROWS WHILE MAINTAINING ITS HUMAN VALUES

The integration **and social cohesion policy** at HEXIS results most notably in:

- › the absence of discrimination in hiring
- › the recruitment of people in need
- › collaboration with the Centres for Support through Work, handisport and humanitarian sponsorship
- › a local employment policy, no outsourcing abroad
- › staff training, information and incentives

In December 2017, HEXIS organised its first **Open Forum**, an initiative to co-build future projects, which is open to all employees.



# They film with HEXIS

HEXIS products are referenced by major customers in France and internationally, especially **in the rail sector** with SNCF and RATP (polymeric or cast and anti-graffiti film, with GSDI Paris) and the London Underground (100% of the market with polymeric and anti-graffiti film). **In the airline industry**, HEXIS products are used by Airbus: Airbus A380 (polyester films for technical markings, with DISATECH) and Airbus Helicopter (latex films for technical markings, with Oxy-Signalétique). In autumn 2018, HEXIS, **an expert in the automotive world**, signed a technical partnership with the Renault Sport Formula One Team for signage of the Enstone site (RU). ■

## > DECORATION AND ARTISTIC EXPRESSION

HEXIS also collaborates on major projects with designers and architects. Hence Philippe Schleret used the CRISTAL and V202CG1 films for digital printing to create a huge fresco in pixels in the Galerie Ravenstein in Brussels to commemorate the gallery's 150<sup>th</sup> anniversary (project: SAKURA 150).



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