

Frontignan, 30 October 2018

THE HEXIS GROUP ANNOUNCE THE LAUNCH OF THE NEW TAKE HEAT EASY® TECHNOLOGY APPLIED TO A PRINTABLE PREMIUM CAST PVC FILM

Hexis S.A. unveil at the 2018 SEMA SHOW in Las Vegas the eagerly awaited **THE190EVO**, a next generation printable premium high performance 50 µm cast PVC film.

TAKE HEAT EASY® (THE) NEW TECHNOLOGY

The **THE190EVO** is composed of a **new structured liner developed by HEXIS**, in which our R&D engineers have integrated a special layer to provide a maximum opacity.

"The emboss has been designed in order to lower the initial tack and make the film easy to install even by beginners", says Christophe BAUDRION, HEXIS R&D Manager.

Thibault VEUILLET, Business Development Manager Automotive: "We have also developed for **TAKE HEAT EASY®** a new solvent-based adhesive which, combined with the liner, creates this specific tack installers will get addicted to!"

Easy application, conformability, versatility – all these advantages allow professionals to use it for any project: full wraps, vehicle fleets, interior decoration, light vehicles, trucks, buses, coaches, boats...

THE190EVO may be used in combination with several laminates: cast PC190 series (gloss or matt finish), PVC-free PC500 laminates (extra long-term UV protection, available in gloss or matt finish), or cast structured laminates (carbon fibre, wood effect, glitter, concrete finish etc.).

PRODUCED ON OUR NEW CASTING LINE IN HAGETMAU (SOUTH-WEST FRANCE)

Caroline MATEU, President of HEXIS proudly comments: "Our R&D, Process and Production teams have combined their skills and know-how to meet the target and produce this brand new film on our latest production line, CAST4 in our second factory located in Hagetmau, France!"

HEXIS ARE EXHIBITING AT SEMA SHOW IN LAS VEGAS FROM 30 OCTOBER TO 02 NOVEMBER 2018

With more than 200 000 visitors brought together for 4 days and a hall specially dedicated to self-adhesive solutions, SEMA Show is the not to be missed rendez-vous of automotive professionals. It is also the largest retail show in the world.

"It was clear to us that SEMA Show was the right place for the launch of THE190EVO", says Clément MATEU, HEXIS CEO. "Moreover, on 1 October 2018 HEXIS announced a major technical partnership with Renault Sport Formula One Team. This partnership not only marks the will to highlight high-technology self-adhesive products manufactured by HEXIS in France, but it also impacts the development of products we are offering to the automotive industry".

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