

Frontignan, October 23, 2020

## **HEXIS Group, the French manufacturer and distributor of visual communication media announces the launch of THE200EVO, a premium printable polymeric PVC film with TAKE HEAT EASY® technology**

### **TAKE HEAT EASY® (THE) TECHNOLOGY, DESIGNED TO MAKE INSTALLATION EASIER AND FASTER**

The TAKE HEAT EASY® technology is the result of a combination of a solvent based adhesive and a micro-structured liner developed by our R&D team. This innovation has been specially designed to reduce the initial tack and immediate adhesion, thus making the installation of the vinyl more convenient with an optimal adhesive bonding process. In 2018 we combined this technology for the first time with a THE190EVO cast PVC film, and, in view of its success, it made sense to now use it on a high-end polymeric PVC film.

### **THE200EVO, IDEAL FOR LARGE-FORMAT SURFACES**

Ease of repositioning, print quality and optimal durability are all assets that will allow our customers to express their creativity with unlimited possibilities and installers to use it conveniently on flat or slightly curved surfaces, for 2D wrapping projects (buses, lorries, fleet vehicles etc.) and large-format signage.

Thibault VEUILLET, Business Development Manager Automotive, comments: "With its excellent sliding properties on the substrate, THE200EVO is an ideal solution, especially when an installer needs to quickly and accurately position two printed widths. It is amazingly easy to find the perfect alignment for a design."

### **V850B, A NEW POLYMERIC LAMINATE SPECIALLY DESIGNED FOR THE200EVO**

Always at the forefront of innovation, HEXIS has developed and is now launching the V850B laminate with a thickness of 50 µm. "Combined with the printable THE200EVO film, our customers will be able to obtain and appreciate a particularly flexible complex", confirms Vorada CHANTHAVONG, Vice President HEXIS Americas.

### **THE200EVO & V850B, A PRINTABLE COMPLEX MADE IN FRANCE**

Caroline MATEU, Chairman of the Board of Directors at HEXIS is proud to report: "Our research laboratory and our industrial team have combined their respective strengths and skills to complete the design and manufacturing process of these two new products in the most successful way.

[...] In the year 2020, despite the current health issues, HEXIS continues its race for technological innovation with the launch of the new self-healing X technology for our vehicle body protection films (BODYFENCEX) and the antimicrobial PURE ZONE® technology for surface protection."

**Further details on:** <https://www.hexis-graphics.com/us/the200evo/>

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