

## FEDRIGONI SELF-ADHESIVES PRESENTS F-JET NATURAL FIBERS, THE FIRST NON-PVC SELF-ADHESIVE FOR INDOOR SHORT-TERM ADVERTISING

***F-Jet Natural Fibers is the new Fedrigoni Self-Adhesives solution that represents the 100% post-consumer recycled paper alternative to traditional monomeric films for indoor graphics applications. In addition to having a lower environmental impact than PVC film, F-Jet Natural Fibers can be printed with the same technologies as vinyl materials, guaranteeing a very high-quality result.***

**Milan, June 18, 2024** - An innovative self-adhesive solution that redefines indoor short-run advertising, challenging the dominance of traditional monomeric films and thus reducing the use of plastics. This is F-Jet Natural Fibers, Fedrigoni Self-Adhesives' new creation for large-format digital printing. Developed with a paper facestock composed of post-consumer recycled natural fibers and free of plasticizers (such as PVC, PE, PP, PU and PET) F-Jet Natural Fibers is printable with Latex and UV inks, guaranteeing excellent print quality with the main technologies. Main applications include in-store advertising, short-term graphics on glass, and indoor advertising panels. Compared to a standard monomeric PVC film, life cycle analysis of the new F-Jet Natural Fibers shows significant reductions in energy, water consumption and CO2 emissions. The ultra-removable acrylic-based adhesive technology also guarantees easy application and residue-free removal.

"F-Jet Natural Fibers stems from the need to offer the indoor ADV market a solution that is not only highly performing but also more environmentally friendly than traditional products," says Daniele Perotti, Global Graphics Product & Business Development Manager for Fedrigoni Self-Adhesives. F-Jet Natural Fibers represents the fruit of important analysis and research work, which aims to respond innovatively and consciously to the demands of the graphics world. A sector that, also thanks to the recent acquisition of the Poli-Tape Group, plays an increasingly important role for Fedrigoni".

### **Fedrigoni**

Founded in 1888 in Verona, Italy, Fedrigoni is today synonymous with excellence in the world of labels and self-adhesive materials, special papers for luxury packaging and other creative solutions, RFID/NFC and connected solutions. With 5,500 people in 28 countries and 73 plants including production sites, slitting and distribution centers, the Group sells and distributes more than 25,000 products in 132 countries. The Special Papers division includes the Cordenons Group, the historic Fabriano brand, Éclose, Guarro Casas, Papeterie Zuber Rieder, Arjowiggins China and Mohawk, while the Self-Adhesives division includes Arconvert, Manter, Ritrama, IP Venus, Acucote, Rimark, Divipa, Tageos, Unifol, SharpEnd and Poli-Tape.

The US distributor GPA is also part of the Group.

For more information: [www.fedrigoni.com](http://www.fedrigoni.com)

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