

FOR IMMEDIATE RELEASE

Polyart Group Unveils Innovative and Sustainable Labeling Solutions at LabelExpo Southeast Asia 2025



Paris, France, March 25, 2025 – Polyart Group, a pioneering leader in specialty paper and film solutions, manufactures innovative and sustainable substrates, providing advanced solutions for the specialty label market, including food, industrial, decorative, and security applications. The company is excited to unveil its latest line of groundbreaking and environmentally responsible products at **LabelExpo Southeast Asia**, taking place from **May 8 to 10 at the Bangkok International Trade & Exhibition Centre (BITEC), in Bangkok, Thailand.**

In Asia, Polyart Group has a dedicated team in the region, a distribution center in Mumbai to enhance service efficiency, and a **tailored product range for the APAC market.** This includes:

- A **decorative range** featuring a new selection of locally manufactured self-adhesive labels.
- A **digital range** offering optimized solutions for digital printing technologies.
- A new partnership with Innovia for injection **IML (In-Mold Labeling) solutions.**
- A collaboration with EDGYN to provide **advanced security solutions.**

Showcasing Innovation at LabelExpo Southeast Asia 2025

At the event, Polyart Group will introduce its latest innovations, including:

- **Decorative Label Facestock Range**
Featuring white matte rub-proof facestocks, pearlescent white and gold coatings, and various textured patterns for decorative labels. These unique finishes ensure full resistance to ice bucket immersion while maintaining high conformability, easy printability, and effortless conversion.
- **Security Label Solutions**
A range of tamper-evident and security labels that combine outstanding security features with exceptional printing and converting performance. Additionally, customized label security solutions will be showcased, highlighting Polyart's partnership with Innovia in the Asia-Pacific region to deliver tailored security solutions for brands and governments.
- **Sustainable and Durable Paper Solutions**
Designed for industrial applications and digital printing, these water- and tear-resistant papers are recycled, recyclable, and FSC® certified (FSC® -C084527 and FSC® -C195593).
- **Comprehensive Digital Printing Substrates**
Polyart Group has developed a wide range of papers and films optimized for Dry Toner, Water-Based Inkjet, and HP Indigo printing. These include films such as Polyart® Laser, Polyart® Laser Soft, Polyart® for HP Indigo, Polyart® Inkjet, Robuskin® XTP, and Robuskin® PET, as well as paper solutions like Fiberskin®, Aquaskin® JetPrint, Fluolux® Copy, and Ultrametal®.

Join Polyart Group at LabelExpo Southeast Asia

Polyart invites attendees to visit **booth #D25**, where the Asia Polyart team looks forward to engaging with visitors and sharing insights into the potential of **sustainable and innovative labeling solutions**.

For more **information**, visit us at stand **#D25** or online at www.polyart.com.

About POLYART:

POLYART Group is a leading specialty coating and film manufacturer. It was formed in 2020, by the merger between Arjobex, MDV, Tech Folien and Reisewitz.

The POLYART Group manufactures innovative and sustainable substrates, providing worldwide specialty solutions on paper and films encompassing printability, functionality, durability and security.

It is the inventor of synthetic paper in Europe under the Polyart brand and leader in fluorescent coatings under the Fluolux brand. Today, with 280 employees around the world, with sales of 83M€, POLYART Group has six production sites in France, Germany, Great Britain and the United States, as well as a subsidiary in India and two sales offices in Singapore and Shanghai.

Its brands, Polyart, Robuskin, Fluolux, Satinex and Fiberskin, are available in more than fifty countries. The POLYART group offers film and paper solutions for the market for industrial labels (chemicals, food, horticulture, pharmaceuticals, etc.), decorative (wines and spirits in particular) and security (brand protection) - a fast-growing global market but also for digital printing, display and bespoke coating.

Thanks to its innovative technologies, POLYART Group is accelerating the deployment of its sustainable solutions for all of its customers. The products Fiberskin (recyclable paper for short-term outdoor applications) and r-Polyart (film based on recycled plastic) are recent examples of this.

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