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Leading manufacturers of synthetic printing materials form a SUSTAINABILITY PACT

Boulogne, France, March 4, 2025 – Agfa, Folex, Kernow Coatings, and Polyart, top brand manufacturers in the coated polyester film industry, have collaborated to establish a sustainability pact to share industry-specific insights and develop shared strategies for a more sustainable future.

Every industry faces unique challenges when trying to enhance the sustainability of its products. When it comes to film coating or laminating, these challenges are often particularly intricate: Plastic materials are coated with a functional layer, which is crucial for printing, for instance.

Prints made with these materials are typically used for demanding applications that require durability even in tough conditions. Common examples include workshop manuals, restaurant menus, or outdoor product labels.

Non-synthetic alternatives and laminated paper are often not durable enough to serve as substitutes and would need frequent replacement. From this viewpoint, synthetic products are both sustainable and conserve resources.

Conversely, their production mainly uses virgin raw materials, and it's vital to ensure these products have an as environmentally friendly 'afterlife' or 'second life' as possible.

What modifications are needed to adapt these products for the circular economy? How can we reduce our ecological footprint right now? What recycling or upcycling options exist already, and how do country-specific regulations impact the disposal of such products?

These and similar questions challenge all manufacturers today. Often, legal regulations merely provide a broad guideline. To find practical and cost-effective answers, the manufacturing sector must take initiative, and it's wise to collaborate within the industry to do so.

Thus, in the niche sector of coated polyester films, leading brand manufacturers have united to establish a sustainability pact, driving forward more swiftly and powerfully by pooling their expertise. The founding members of the Sustainability Pact – Agfa, Folex, Kernow Coatings and Polyart – have agreed to share their industry-specific experiences and work together on solutions for transitioning to a 'Green Economy'.

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, 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 Malaysia and Australia.

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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