

**FOR IMMEDIATE RELEASE**

## **Labeling Solutions Powered by Sustainability and Digital Printing at Labelexpo Europe 2025**



**Boulogne, July 10th, 2025** – Polyart Group, a pioneering leader in specialty Paper and Film solutions, is excited to unveil its latest lines of products at **Labelexpo Europe**, taking place from **September 16 to 19 at the Fira Gran Via, in Barcelona, Spain.**

**Polyart Group is powering its growth around two game-changing pillars: expanding our cutting-edge range of digital printing substrates and delivering next-generation sustainable solutions to meet tomorrow's packaging demands.**

### **◆ Pillar 1 – Digital Innovation**

Polyart Group has developed a comprehensive range of papers and films tailored for high-performance digital printing across all major technologies — including Dry Toner, Water-based & UV Inkjet, and HP Indigo.

Whether you're producing labels, tags, packaging, or graphic applications, our substrates deliver vibrant colors, sharp details, and outstanding durability.

New additions to the range include:

- **Fiberskin® Tag Laser** – A recyclable, biodegradable, and tear-resistant paper for dry toner, with excellent performance in humid conditions
- **Polyart® Laser Food** – A unique synthetic paper approved for direct food contact, resistant to grease, moisture, and outdoor exposure — with a premium paper feel.

To stay at the forefront of digital print innovation, Polyart Group collaborates closely with leading OEMs to test, qualify, and approve our products for the latest equipment on the market.

## ◆ **Pillar 2 – Sustainability at the Core**


Our growing portfolio of **eco-responsible products** is built to meet the highest environmental standards — offering recycled and recyclable options without compromising quality.

At Polyart Group, sustainability isn't just a trend — it's a strategic commitment. We've embedded environmental responsibility into our 5-year business plan, guided by the principles of the **circular economy** and supported by strong **ESG goals** across all entities.

Our expanding range of **eco-friendly papers and films** includes both **recycled** and **recyclable** options, proving that sustainability and performance can go hand in hand.

### 🔗 **Our r-Range of sustainable products includes:**

- **r-Polyart®** – HDPE film with **30% post-consumer recycled content**, aligned with EU2030 packaging targets
- **r-Fluolux®** – The **first fluorescent paper** with a recycled fiber base, lowering your carbon footprint
- **r-JetPrint Aquaskin®** – A **100% recycled inkjet paper** with premium barrier coatings, ideal for wine & premium labels
- **r-Satinex®** – A food-contact-approved **HDPE film with 30% post-industrial recycled content**, offering durability and chemical resistance

 We're also introducing **Fiberskin®** and **Fiberskin® Tag** — part of a new product family designed to offer a **plastic-free alternative when needed**. These innovative paper-based materials are **tear-resistant, food-contact approved, recyclable, biodegradable, and compostable**, making them ideal for **outdoor signage, tags, and labels**.

“At Polyart Group, we believe that innovation and sustainability go hand in hand,” says Mark Grimley, Global CSR Manager. “Our new product line reflects our commitment to pushing the limits of specialty coatings while protecting our planet.”

🌐 All Polyart Group factories are regularly rated by **Ecovadis**, a leading authority in sustainability and CSR performance.

#### 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 produces innovative and sustainable substrates, offering advanced paper and film solutions to the global specialty label market. These materials are designed for a wide range of applications — including food, industrial, decorative, packaging, and security — and deliver exceptional performance in terms of printability, functionality, durability, and protection.

It is the inventor of synthetic paper in Europe under the Polyart brand and leader in fluorescent coatings under the Fluolux® brand. Today, with 260 employees around the world, with sales of 70M€, 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.

**[www.polyart.com](http://www.polyart.com)**

**LabelExpo Stand 3G50 – Hall 3**

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