

FOR IMMEDIATE RELEASE

Labeling Solutions Powered by Sustainability and Digital Printing substrates at C PRINT 2026



Boulogne-Billancourt, December 17th, 2025 – The Polyart Group, a pioneer and leader in the production of specialty films and coatings, is delighted to unveil its latest digital printing solutions for labelling and graphic communication at the **C PRINT 2026** trade fair, which will be held **from 3 to 5 February 2026 in Lyon**.

The Polyart Group is accelerating its growth in two key areas: expanding its range of cutting-edge digital printing media and offering sustainable solutions to meet the needs of the visual communication and labelling market.

Leading the Way in Digital Printing

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 – a white opaque PET base and high-performance matte coating, combining the elegance of paper with the long-lasting properties of a synthetic: water-resistant, tear-resistant, and built to last.
- Polyart® Laser Soft – crafted from specially processed Polyolefins, designed to withstand the heat of dry toner processes while offering a lighter density compared to laser-printable polyester (PET). Plus, it comes with a very smooth, soft touch.
- Polyart® Laser Food – a unique synthetic paper approved for direct food contact, resistant to grease, moisture, and outdoor exposure.
- Polyart® Inkjet – a robust HDPE synthetic paper, water- and weather-resistant substrate for short-run premium and industrial labels, for high-impact labels requiring water-based inkjet (pigment & dye) printing.

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.

Sustainability at the Heart

At Polyart Group, sustainability is more than a trend—it's a strategic imperative.

Our five-year strategic plan places a strong emphasis on the circular economy, with ambitious ESG targets across all our divisions. Our silver medal from Ecovadis is a first step towards achieving this ambition.

Our portfolio of **eco-friendly paper and film products** is expanding and now includes **recycled** and/or **recyclable** options, guaranteeing performance and environmental friendliness.

Our 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
- **Fiberskin®** and **Fiberskin® Tag** papers - 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 Grimbley, Global CSR Manager. "Our new product line reflects our commitment to pushing the limits of specialty coatings while protecting our planet."

Visit Polyart Group at C PRINT 2026: meet us at Booth #1G31

 Learn more at www.polyart.com

About Polyart Group

Polyart Group is a leading specialty coating and film manufacturer, formed in 2020 by the merger of Arjobex, MDV, Tech Folien, and Reisewitz. The Group manufactures innovative and sustainable substrates, providing worldwide specialty solutions on paper and films encompassing printability, functionality, durability, and security.



Inventor of synthetic paper in Europe under the Polyart® brand and leader in fluorescent coatings under the Fluolux® brand, Polyart Group today employs 280 people worldwide, with €83M in sales and six production sites across France, Germany, the UK, and the US, as well as a subsidiary in India and two sales offices in Singapore and Shanghai.

Its brands — Polyart, Robuskin, Fluolux, Satinex, and Fiberskin — are distributed in over 50 countries, serving markets such as industrial labeling, food and chemicals, horticulture, pharmaceuticals, decorative packaging (wine & spirits), brand protection, security documents, and digital printing.

Thanks to its continuous investments in innovation and sustainability, Polyart Group is accelerating the deployment of substrates that meet the challenges of today's circular economy.

Media Contact – Europe

Delphine Poisson
 delphine.poisson@polyart.com
 +33(0)1.82.00.55.49

Bruno Millery
 bruno.millery@polyart.com
 +33(0) 6 08 23 46 65