

## Wall Graphics Vinyl from Hexis

Date: 07-16-2009 03:25 PM CET

Category: [Industry, Real Estate & Construction](#)

Press release from: [Hexis S.A.](#)



Hexis, the manufacturer of self-adhesive vinyl with headquarters in France, announces the launch of a new printable cast vinyl film for wall graphics. The VCSR100WG1 is designed for direct application onto brick, concrete or plaster walls.

The compound is made of a highly conformable 50µm vinyl and it carries a high tack adhesive to ensure perfect adhesion on such irregular surfaces.

The VCSR100WG1 can be stuck directly on brick walls and will achieve the most stunning visual effects. Hence virtually any indoor or outdoor wall can become an attractive advertising space and thus a cost-effective alternative to banners or framed prints.

The film can be used without laminate, however in order to achieve longer durabilities Hexis recommends the lamination of the vinyl with one of their cast laminates PC30G2 (gloss finish) or PC30M2 (matt finish). Hexis also provides a set of dedicated brushes for surface preparation and efficient application.

The product comes in rolls 1370mm wide and 45m long and is suitable for solvent and eco-solvent inkjet printers. Hexis supplies specific ICC colour profiles for most printer and RIP software combinations to achieve best printing results.

Hexis manufactures a full line of graphic vinyl and digital printing media used for sign making and vehicle markings. The company is based in Frontignan, near Montpellier, France with subsidiaries in Germany, Italy and the United States and with affiliate Hexis companies in the Netherlands, Switzerland and the UK. The group exports some 40% of its sales to over 40 countries worldwide, with a consolidated turnover of EUR 40.1 million in 2008.

Martin Kugler  
Hexis S.A.  
Horizons Sud  
34110 Frontignan  
France  
Tel. +33 - 467 18 66 84  
Fax +33 - 467 18 36 98  
e-mail [martin.kugler@hexis.fr](mailto:martin.kugler@hexis.fr)

[You can find this press release here](#)