

Osnabrück, 19. April 2023

Product launch: Felix Schoeller unveils new transfer film for DTF at FESPA 2023

- Exceptional quality consistency: This is how Felix Schoeller's new TRANSFER DTF works
- Expert forum at the booth as an exchange platform for the transfer industry
- Sublimation and transfer: live applications for visitors

It's a promise of quality to all customers and trade visitors that Felix Schoeller is making at this year's FESPA Expo Global 2023 from May 23 to 26 in Munich: The specialty paper manufacturer from Osnabrück is using the trade show to present its new transfer film for DTF applications to the industry - a product that sets new standards.

Product launch of two new transfer films

The development of [the new transfer film](#) is the result of a consistent path taken by the company a year ago at FESPA 2022 in Berlin: There, Felix Schoeller announced its entry into the transfer media sector. The specialty paper manufacturer has once again developed the new transfer film with customers and partners. The product is suitable for DTF applications and impresses with consistent quality. "Our new DTF solution offers our customers real added value," says Dieter Kaumkötter, product manager at Felix Schoeller. "We guarantee our customers extremely stable production processes in this product area as well. That's an advantage that not only saves money, but above all time."

And there are other advantages as well: Because at the same time, the film also offers the highest densities and a wide color gamut. "This means that even intense blacks and vibrant colors can be achieved for convincing transfers on textiles," explains Kaumkötter. The series of transfer media from Felix Schoeller will also be supplemented by another new transfer film for screen printing, which is suitable for both plastisol and water-based inks and will be demonstrated for the first time in Munich.

Exchanging ideas in a relaxed atmosphere: this is how the expert forum works

Felix Schoeller is setting another highlight at this year's FESPA with its own expert forum. The idea behind it: The specialty paper manufacturer is bringing together experts from the various areas of the transfer industry at its own exhibition booth to facilitate a casual exchange and networking of and with interested parties. The experts will come from Felix Schoeller, but also from well-known partners Ricoh, ColorMatch, Bleher and CHT Germany.

"We want to bring experts and visitors together over a drink in a relaxed atmosphere at the end of an intensive day at the trade fair," says Kaumkötter. All interested parties are cordially invited



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to drop by the Felix Schoeller booth at 5 p.m. on May 24 to exchange ideas with the experts and other like-minded people - participation is free of charge, and registration is not required.

Live presentation of the products

At the beginning of February, Felix Schoeller unveiled its new brand identity: Among other things, the specialty paper manufacturer - guided by a new vision - introduced a new logo and new design elements. **PAPER MADE FOR LIFE** bundles this as both an aspiration and a promise. A central aspect of this is to make it possible for customers to experience the benefits of paper in everyday life: Felix Schoeller is taking up this idea at FESPA 2023 and, in addition to real product samples from a wide range of areas, will be presenting live applications for various products in the transfer and sublimation sectors on the exhibition stand on all days.

During the demonstration of the [S-RACE® series sublimation paper \(https://www.s-race.com/home\)](https://www.s-race.com/home), for example, customers and trade visitors will be able to experience the exceptionally fast drying of the print and the impressive results on site. S-RACE® Tacky 100 is the fastest drying tacky paper, ideal for use especially on sportswear made of elastic textiles, such as in cycling or swimwear. The sublimation paper impresses with optimum adhesion to all types of polyester textiles, excellent line sharpness and exceptionally consistent results.

See the new products for yourself and experience first-hand how **PAPER MADE FOR LIFE** and the new Felix Schoeller feel. The team at the newly designed trade fair stand in Hall B1, Stand D12 is looking forward to seeing you.

About Felix Schoeller

Felix Schoeller harnesses the power of paper. The specialty paper manufacturer enables customers and partners to deliver solutions that make life better for people and the planet. Founded in 1895, the family-owned company with 17 locations in ten countries offers proven paper solutions ranging from photographic and digital printing papers to decor papers for the furniture and wood-based panel industries, release liners for medical products and industrial applications, and sublimation papers for fashion, sportswear and home furnishings to flexible paper composites for packaging. In addition to proven paper solutions, Felix Schoeller enhances the use of paper in new applications and replaces limited resources with paper as a renewable raw material. True to its vision to make life better through paper, the company follows its central brand promise PAPER MADE FOR LIFE. Since 2018, Hans-Christoph Gallenkamp has been the fifth generation to lead the family business with the headquarters in Osnabrück. In 2021, the world market leader for photographic and decor papers produced around 545,000 tons of specialty papers for around 1,800 customers in over 65 countries with more than 3,700 employees. Sales rose for the first time in more than 125 years of Felix Schoeller to over 1 billion euros (1,048.6 million).



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