

FESPA: Stand B1U-C32

PRINTERIORS: Stand B2L-PR9

Antalis to showcase its visual communication expertise at FESPA and Printeriors 2017 with innovative product launch and unique interiors

Antalis will launch Coala Magnetics, an original range of large-format magnetic displays that can change as easily as the seasons.

Its customisable wallpaper range for the hospitality, shop fitting, office and DIY sectors, Coala Wall Design, will take centre stage at Printeriors, the FESPA interior design showcase.

Boulogne-Billancourt, April 2017 – [FESPA](#) the world's leading large format printing event, which will take place in **Hamburg on May 8-12**, is once again the perfect stage for [Antalis](#) to launch its latest innovations. After its easy-apply substrates and Coala Systems display accessories, Antalis, the leading paper and visual communication solutions merchant, **will present Coala Magnetics*** during the 5-day event.



FESPA: Antalis to present on-trend products and services that bring big ideas to life

Coala Magnetics will be demoed at the Antalis booth which will also allow visitors to discover the sheer wealth of the merchant's solutions offering in the LFP space: wall and floor coverings, FSC®-certified sign & display boards, display accessories, printable and coloured vinyls for window decoration and vehicle covering to name but a few will be used to create spaces with a different look and feel. To help customers make the right choice for their LFP needs, Antalis also provides a wide range of tailored services including technical consultancy, ICC profiles, sampling, cutting and finishing as well as a digital academy to support customers whose businesses are being transformed by advances in digital printing technologies such as the rise in inkjet.

Antalis @ PRINTERIORS: Dare to design different!

Inspired by Antalis, the **flagship range of wall coverings, Coala WallDesign**, will take centre stage at [Printeriors](#), a showcase event which invites the interiors and architectural design community to discover how digitally-driven print innovations are opening up new creative possibilities for them. Compatible with the very latest digital printing technologies and available in paper, fibre glass and textile versions, Coala WallDesign allows designers to shape bespoke interiors that can reflect a brand’s personality, create a specific mood or environment, follow a certain trend...but with the possibility to easily start afresh if desired thanks to their easy application and removal.



Before



After

“We are excited to attend FESPA with our Coala WallDesign and new Coala Magnetics ranges, but also to have the opportunity to show the depth of our visual communication expertise,” comments Xavier Jouvet, Group Purchasing and Marketing Director, Antalis International. *“The market is evolving at such a fast pace thanks to technological innovation and we aim to ensure that our customers, be they printers, creatives or brand owners, are able to make the most of them through our added-value services and products.”*

***Coala Magnetics: combining customisation and cost-effectiveness**

Coala Magnetics continues to make wall coverings a canvas to express a brand’s unique personality while also being a practical solution to display, superimpose and update visuals, promotions and other merchandising news as required.

Antalis offers an innovative solution combining the magnetic adhesive base films **Coala Magnetic Base Films** with the printable ferrous films **Coala Ferro Films**. Slim and easily installed, Coala Ferro films deliver high levels of print quality and are suitable for printing with eco solvent and solvent inks, as well as UV inkjet and latex inkjet.

Without any professional assistance, users simply need to choose their preferred display surface (a wall, a door, a partition wall, cylindrical shape or even a vehicle) and place the Coala Magnetic Base Film on top. Available in a variety of formats and thicknesses, this material serves as the base for then positioning the Coala Ferro Films.

The range also includes the more traditional printable magnetic films **Coala Magnetic PET** or **PVC**, which are an excellent alternative solution for promotional displays or visual merchandising in retail environments. Also available in several formats and thicknesses, they are water resistant and easy to remove.

About Antalis

Antalis is the leading paper, packaging and visual communication merchant in Europe. As number 2 worldwide with a turnover of €2.459 billion, the group employs 5,626 people serving over 127,000 clients in 43 countries via their 118 distribution centres. Antalis carries out 14,000 deliveries every day around the world and has sold 1.5 million tons of paper in 2016 on a global level. Antalis is the distribution branch of Sequana. For more information, visit www.antalis.com

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