

PRESS RELEASE 5/2019

Mirroring the mirror effect film – MirrorEffect SimplyApply ASLAN SE 76

ASLAN, known as German specialist in self-adhesive films, launches a new solution of the special effect range: As a sister product to the popular MirrorEffect AntiScratch ASLAN SE 75 in silver and gold, there is now the new **MirrorEffect SimplyApply ASLAN SE 76** available – a brilliant mirror effect film in silver that is, due to an adjusted adhesive formula, extraordinary simple to apply.

ASLAN's mirror effect films are known probably for the best and most brilliant mirror effect in the market. But there is a challenging task for the users: To unfold the whole shining brilliancy of the existing mirror effect films, they have to be perfectly applied. This is easy to do for a professional, but ASLAN set on the agenda to develop a mirror effect film that is foolproof to apply. The solution is the new **MirrorEffect SimplyApply ASLAN SE 76**.

The self-adhesive film combines the essential characteristics of ASLAN's mirror effect films: The surface is absolutely brilliant and mirrors very sharp. Furthermore, the 75 µm aluminised PET-film is highly scratch-resistant and therefore suitable for many indoor applications. Plus, the film is very simple to apply dry, is easy to correct, even repositioning does not cause material cracking and the film remains completely removable from nearly every substrate.

For all these reasons, the silver-coloured film is particularly suitable to be applied over entire flat and smooth surfaces or for use as plotted selective highlights. The self-adhesive film is the ideal solution for indoor applications in shop fitting, visual merchandising, exhibition stand design and interior design since it is easy to clean using conventional cleaning agents and the brilliant mirror effect retains in the long term.

Of course, the new **MirrorEffect SimplyApply ASLAN SE 76** will be shown at the FESPA Global Print Expo in Munich. Visit ASLAN in hall A5, stand F65 for a personal impression of the brilliant mirror effect.

For further information and samples, please call ASLAN on +49 2204 70880 or visit www.ASLAN-Schwarz.com.

For any questions concerning this press release, please contact:

ASLAN, Schwarz GmbH & Co. KG
David Remmler, Marketing
Oberauel 2 | 51491 Overath | Germany

phone +49 2204 70864
fax +49 2204 70850
e-mail presse@ASLAN-Schwarz.com

About ASLAN:

ASLAN, Schwarz GmbH & Co. KG is an independent, owner-managed company that has been a worldwide innovator in self-adhesive products since 1950. A specialist in self-adhesive films, ASLAN successfully develops and manufactures high-quality, unique products and distributes them worldwide. In addition to a wide range of brand products, ASLAN offers a variety of individual solutions tailored to its customers' requirements.

Further information is available at www.ASLAN-Schwarz.com.