

DSCOOP* 2017:

Antalis added-value media and services for standard and large format digital printing providers to take centre stage at flagship HP Graphic user event

Boulogne-Billancourt, June 2017 - [Antalis](#), the leading distributor of paper, visual communication and packaging solutions in Europe, will attend [DSCOOP](#), the HP Graphic Arts user event to be held in Lyon from June 7 to 9, as a platinum sponsor for the sixth consecutive year. The event is, as always, the opportunity to discover and discuss the latest digital innovations for HP users. For the 2017 edition, Antalis will focus on showcasing the breadth of its digital media offering which, together with its customised services, team of experts and dedicated events, form the core of its digital-to-business (d2b) strategy. Launched in 2012, Antalis' d2b initiative aims to help printers grow their business by extending their services offering with quality digital solutions for their end customers' application needs.

The most comprehensive digital media offering on the market

With the digital print market continuing to grow in leaps and bounds, driven by applications such as digital packaging, cross-media and customisation, Antalis is constantly seeking to extend its service proposition to customers with:

- **Creative papers:** Arjowiggins Creative Papers Digital is a spectacular range available in ready-to-use digital format that brings together the bestsellers from across Arjowiggins Creative Papers' iconic brands such as Conqueror, Curious Collection, Keaykolour, Rives and Pop'Set, ideal for luxury applications. Another leading creative paper, Mohawk Superfine, offers impressive image sharpness and consistent tone quality making it perfect for digital photo albums and packaging applications. Both of these ranges have been treated with the patented i-Tone® surface technology for proven performance on HP Indigo presses and are part of an elegant digital book created for customers
- **Large format printing:** Antalis proposes a wealth of visual communication media for information, promotion and decoration needs. The two latest innovations that will be presented at DSCOOP are Coala Magnetics, an original range of large-format, magnetic displays that are easy to apply and to change and Coala Walldesign, Antalis' flagship range of wall coverings for personalized interiors. Antalis also provides a wide range of tailored services including technical consultancy, ICC profiles, sampling, cutting and finishing.
- **Digital packaging:** thanks to an extensive variety of coated, uncoated and creative boards combining superior resistance and elegance, customers can avail of a whole new range of capabilities for their customized digital packaging applications.

- **Specialty media:** always looking towards the future, Antalis offers customers next-generation media such as PowerCoat, a connected paper that perfectly embodies the complementary of digital and paper and can be used for numerous applications including advertising and promotion, packaging, ticketing and printing electronics. The distributor will also present Polyart Iridescent, an environmentally-friendly synthetic paper that is durable, water and tear resistant, easily printable by offset, flexo and thermal transfer. The iridescent option, available in several grades, offers an extra touch of glamour
- *“DSCOOP is an unmissable event for the HP Indigo community, offering the unique opportunity to interact with players from the complete production chain: from those involved in the pre-production and variable data management phase, through to specialists in finishing techniques. It provides unique insight into what is happening on the market, confirming where the new prospects lie and what the eventual challenges are”, says Xavier Jouvét, Group Marketing & Purchasing Director at Antalis International “Digital is very clearly a key growth market for Antalis in which we continue to invest through new media and services for our customers. We are delighted to be part of DSCOOP 2017 and to be able to showcase the diversity of our offering on this segment.”*

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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