

PRESS RELEASE

Antalis launches 'connected' PowerCoat Alive paper, a gateway between print, smartphones and the web

Boulogne-Billancourt, December 12, 2017 – [Antalis](#), the leading distributor of paper, visual communication and packaging solutions in Europe, presents its new PowerCoat Alive manufactured by Arjowiggins, a smart paper embedded with NFC (Near Field Communications) technology that allows smartphones to read digital information without needing an app or QR Code. With PowerCoat Alive, Antalis is reinventing paper and adding a new dimension to printing, as printed materials can now provide additional content personalised to each reader.

PowerCoat Alive, a new-generation paper for multiple applications

PowerCoat Alive is the world's first paper with NFC chips incorporated. Developed and manufactured by Arjowiggins, at its heart is a unique, flexible paper formulation that allows complex electronic circuitry to be printed directly onto paper. PowerCoat Alive can be printed with digital or conventional technologies, but has the unique ability to deliver additional content to smartphones or NFC enabled tablets. The messaging on your design can prompt the recipient to 'tap' their phone against the paper surface to access websites, videos, social networks.... Applications can include mailing promotions, invitations, tickets, signage and packaging. Importantly for campaign and brand owners, in addition to specifying the digital content, they can also track campaign statistics via a dedicated online platform.



PowerCoat Alive comes in various eye-catching Creative Papers finishes, including *Conqueror CX22 Alive Diamond White*, *Curious Metallics Alive Ice Silver* and *Mohawk Superfine Eggshell Alive Ultrawhite*. PowerCoat Alive is recyclable, FSC certified and can be placed into standard office recycle streams.

Paper is now coming to life and becoming a real communication tool. Xavier Jovet, Group Purchasing and Marketing Director at Antalis International comments: *"The possibilities for connected paper are endless, as it adds a new dimension to printing and presents numerous benefits for both brands and their customers. PowerCoat Alive paper once again demonstrates the exceptional complementarity between digital and paper"*.

About Antalis

Antalis (Euronext Paris: ANTA) is the European and global leader (outside of the United States) in B2B distribution of Paper and Packaging solutions and one of Europe's top three distributors of Visual Communication solutions. In 2016, the Group reported sales of €2.5 billion and employed 5,600 people serving almost 130,000 customers, companies and printers in 43 countries. Through its 118 distribution centres, Antalis makes more than 14,000 deliveries per day worldwide and distributed 1.5 million tons of paper in 2016. For more information, visit www.antalis.com

PRESS CONTACTS

AXICOM Sayuli Nishioka Tel. : +33 (0)1 49 70 43 68 E-mail : sayuli.nishioka@axicom.com	ANTALIS Véronique Tripard Tel. : +33 (0)1 58 04 21 34 E-mail : veronique.tripard@antalis.com
--	---