

**PURE DIGITAL: 17th-19th April 2018, Amsterdam
Stand 12.100, Hall 12**

**Digital printing media, a playground for
the creative industry:
Antalis to showcase its expertise at Pure Digital**



Boulogne-Billancourt, March 29, 2018- [Antalis](#), the leading European distributor of paper, packaging solutions and visual communication products, will participate in **Pure Digital**, an unmissable digital print event aimed at the creative industry. For this first edition, Antalis will showcase the breadth of its digital media range which, together with its customised services, team of experts and dedicated events, form the core of its digital-to-business ([d2b](#)) strategy. Antalis' booth, designed as a sports retail store, will showcase the unlimited applications the company's products offer. An interactive and experiential destination not to be missed.

An enriched digital media range for both small and large format

- **Large format printing:** Antalis proposes a wealth of visual communication media for informative, promotional and decorative needs. The two latest innovations that will be presented are **Coala Magnetics**, an original range of large-format, magnetic displays that are easy to apply and change, and **Coala WallDesign**, Antalis' range of wall coverings for personalised interiors. Antalis also provides a wide range of tailored services including technical consultancy, sampling, cutting and finishing. The Antalis stand will also display the winning creations from the Antalis Interior Design Award, the number 1 international competition dedicated to customisable interior design.

Agnès Lafarge, Visual Communication Market Manager at Antalis International explains: *“We want to highlight the full digital range that Antalis offers in small and large formats. Our challenge is to prove that our solutions are creative, innovative, can be customised and meet the desires of the creative industry.”*

Small format:

- **Creative papers:**
 - Arjowiggins Creative Papers Digital is a spectacular range available in a ready-to-use digital format which brings together the bestsellers from Arjowiggins Creative Papers’ iconic brands such as *Conqueror*, *Curious Collection*, *Keaycolour*, *Rives* and *Pop’Set*. These papers have been treated with the i-Tone® surface technology for proven performance on HP Indigo presses and dry toner presses. Antalis’ experts will also show how to enhance creative papers with the help of digital technology. One of the Antalis booth’s main attractions will therefore focus on these embellishment techniques through the use of white toner, clear toner, fluorescent colours etc.

- **Specialty media:**
 - Antalis offers next-generation media to customers such as **PowerCoat Alive**, a connected paper that perfectly embodies the complementarity of digital and paper. It can be used for countless applications including advertising and promotion, packaging, ticketing and printing electronics. Powercoat Alive is perfect for advertisers wanting to stand out from the crowd.
 - **Xerox Premium NeverTear**: Through printed maps and wristbands, Antalis will showcase a high-quality synthetic paper which will meet all needs as a communication medium.
 - **Xerox DuraPaper Label**: a self-adhesive tear-resistant synthetic product specifically designed for colour digital printing and to be used for external applications where weather resistance and durability are paramount.
 - **KERNOWPRINT Metalik**: a 330 g/m² card available in 3 different finishes (Gold, Silver and Copper). Thanks to this stunning new range, graphic creation professionals will be able to embellish their business cards, folders and invitations with an eye-catching and original metallic finish suitable for dry toner printing.

Frédérique Fleury, Digital Market Manager at Antalis International, says: *“We are delighted to be part of Pure Digital and to showcase the diversity of our range for the digital segment. At Antalis, we are constantly developing our expertise in order to anticipate new trends as well as to meet our customers’ demands.”*

About Antalis

Antalis (Euronext Paris: ANTA) is the European leader and the 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 tonnes of paper in 2016.

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