

SLIM, EFFICIENT AND HIGH-PROFILE: THE NEW FOLEX PACKAGING

Schwyz, July 7, 2020 - Folex products now come in a fresh, minimalist look.

The new packaging design reflects the core of the Folex branding – that well-known, strong Folex red.

The familiar colour is reinterpreted in a modern way as an abstract plus sign graphic respectively as the classically recognized swiss flag. It symbolizes the added value of the products and refers to Switzerland as the origin of the Folex digital range.

Less is more: Instead of a large variety of themes, the new Folex packaging relies on uniform basic packaging for all technologies. This not only dramatically reduces packaging complexity – the uniform, streamlined design ensures even better recognition for customers. The new unit box is available in three formats, A4, A3 and SRA3, as well as in filling heights of 12 and 18 mm.

All information about the individual product is communicated via a label, which immediately displays the relevant information even when the boxes are stacked.

The label's colour coding shows the technology for which the materials are suitable at a glance:

Green for Ink Jet

White for Toner

Blue for HP Indigo

**Yellow for Special
Products**



This makes it much easier for customers to find the product they want. The new Folex packaging design is a real win-win solution: It strengthens the Folex brand, it's efficient and, with its slim, durable design, it meets the ecological requirements for the sensitive use of resources. It also makes daily work easier for customers thanks to its clear communication.

The new packaging will be phased in step by step, across the full product portfolio, starting immediately.

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ABOUT FOLEX

The Folex group specialises in the finishing and coating of films and specialities and has production companies based in Switzerland (Schwyz) and Germany (Cologne and Erlangen) that offer high-quality products and tailor made services for a wide variety of markets. Today Folex offers solutions for many sectors, from the printing industry or digital and large format printing, the office and home sector, all the way to primary products for the electronics industry.

Find out more at www.folex.com.