PRESS RELEASE

RITRAMA 670 CAST SUPREME: A TOP CLASS SELF-ADHESIVE MATERIAL DEDICATED TO LONG-TERM DECORATIONS

Caponago, December 11th 2015 – Ritrama Spa, leading manufacturer of self-adhesive materials in Europe and Worldwide, is pleased to announce the new 50µ 670 CAST Supreme Series enlarging the RI-MARK Range dedicated to the decoration market. These TOP CLASS films have different strengths and stand out on the market for their extreme conformability, stretchability and durability. These features allow visual communication operators to decorate any 3D surfaces even those with irregular substrates with complex, concave or convex curves and even in presence of rivets and corrugations.

Another important aspect makes of 670 CAST Supreme a top series: the widest choice of colors consisting of 52 Gloss shades and 2 Matt shades (white and black) to satisfy different application requirements in several sectors. A unique range of eye-catching colors and shades to be surely appreciated in all those areas where customization is a distinctive and important feature for a high value communication: dynamic and POP advertising, car and boat wrapping, automotive graphics, signs for gasoline stations, signage, decalcomanias and interior decoration. These are only some examples where the 670 CAST Supreme series ensures excellent application results.

670 CAST Supreme is a self-adhesive film for professional applicators offering a unique guarantee of outdoor durability up to 10 years for vertical exposure in non-extreme climate conditions areas such as Northern and Central Europe and North America. Finally, the film has been designed to be carved with CAD/CAM systems where an excellent separation of scraps is achieved even with small logos and letters.

ABOUT RITRAMA
Founded in Italy in 1962 Ritrama, an Italian multinational company, is the leading independent supplier of self-adhesive material in Europe and one of the worldwide key players. With more than 850 employees and 23 facilities located throughout the world, it is considered the largest family-owned company in the self-adhesive industry. Ritrama offers a wide range of products grouped into five divisions - Roll Label, Visual Communication, Graphics, Industrial and Polifibra 2011. Coating sites and R&D departments are located in Europe, America (North and South) and the Far East. A modern centralized logistics platform is located in the Headquarters in Caponago (near Milan). Ritrama materials are applied in countless highly specialized and commodity industries such as visual communication, food, pharmaceutical and wine labelling, offset and screen printing, industrial labelling and anti-counterfeiting. The Ritrama group has an extensive network of distributors present all over the world to ensure a local “just in time” delivery of the products.

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