

thyssenkrupp Plastics creates product package for advertising technicians

The plastics specialists at thyssenkrupp Plastics have developed a product package aimed primarily at the small-scale needs of customers in the advertising technology sector. As a result of the Corona crisis, the signage and printing industry experienced a difficult time: postponements or cancellations of events, trade shows and campaigns led to a rapid decline in market demand for large-format printed products. The industry responded with flexibility as well as creativity and focused on the lucrative short-run market. thyssenkrupp Plastics has been marketing digital printing films since October 2021, which are widely used in the advertising technology and trade show and furniture construction sectors in particular. To enable customers to obtain everything from a single source, the digital printing films are also available in a bundle with plate, film and protective laminate.

Nicolas Neuwirth, Chairman of the Management Board of thyssenkrupp Plastics GmbH: "As a service-oriented partner, we at thyssenkrupp Plastics are working to offer small and medium-sized companies in particular a wide range with individual conditions and high-quality products from a single source. We want to convince them that we are not only a reliable partner to the industry, but that smaller businesses also experience excellent service from us."

Partner for every size and run

With this package, thyssenkrupp Plastics offers high-quality and also sustainable plastic products for projects of any size and quantity. In this way, the company meets the needs of customers in the advertising technology sector for the best possible implementation of creative ideas and demanding projects. Digital printing films can be used in a variety of ways and are therefore the ideal advertising medium for trade show construction, car wrapping, advertising design, glass decoration, window films for advertising campaigns and as privacy screens, for application tapes or even illuminated advertising systems.

The product package contains a diverse range of sheets and films including protective laminate. For quick and convenient quality testing, customers can order samples through the website:

<https://www.thyssenkrupp-plastics.de/de/paket-folie-laminat-platte>

"Our service includes excellent products and on-time delivery. We also provide our customers with comprehensive advice and are available to answer questions. Our experts develop custom-fit system solutions for specific needs. Customers thus receive individual support on site through to complete project support," says Thomas Bekel, Segment Manager for Visual Communication. "That's what we mean by good partnership."

thyssenkrupp Plastics GmbH, headquartered in Essen, is a nationwide service provider for product and application advice, processing, procurement and supply. The portfolio of over 40,000 plastics products of renowned brands comes exclusively from well-known, internationally active producers who are among the technology and market leaders in their respective product areas. Our product range is geared to the specific requirements of customers in the fields of building construction, industry and visual

communication/advertising. <https://www.thyssenkrupp-plastics.de>

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Seite 2/2

Illustrative images can be downloaded here (please note photo credits Copyright Mactac):
https://transfer.thyssenkrupp.com/public/n130252e_d4defb5216523e4f72b3f2/

About thyssenkrupp Materials Services

thyssenkrupp Materials Services is the biggest mill-independent materials distributor and service provider in the Western world with around 380 locations – including around 260 warehouse sites – in more than 30 countries. The versatile range of services offered by the materials experts allows customers to focus even more strongly on their individual core businesses. As part of its strategic development "Materials as a Service", the company is focusing on the supply of raw materials and materials as well as products and services in the area of supply chain management. Digital solutions ensure efficient and resource-saving processes for customers and thus provide the basis for sustainable action. From 2030 Materials Services will operate on a climate-neutral basis.

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