



PRESS RELEASE

FOREX[®] SMART IS NOW SMART[®]-X

September 2011: Following the successful commissioning of the new 3A Composites SMART-production line at the beginning of the month, the well-proven all-plastic polystyrene sheet material FOREX[®] smart has been renamed: SMART[®]-X.

The new name further highlights the uniqueness of the product. For SMART[®]-X, the only all-plastic sheet material with a core of expanded polystyrene and surfaces of impact-resistant solid polystyrene (HIPS), is still unrivalled on the world market. This (leading market position) has been accentuated by assigning SMART[®]-X its own new designated product category, separate from the FOREX[®] family.

The new name SMART[®]-X also signals a change to the product range: from now on SMART[®]-X is also available in 2m width!

This innovation has been made possible by the investment in highly complex and globally unique production equipment in Sins, Switzerland. As if that were not enough: thanks to the new production line, the surface structure of SMART-X[®] has been enhanced. To create optimal printing results, the product now also comes with a protective film on one side.

The extremely lightweight and the disproportionally high rigidity and flatness of SMART[®]-X means it is ideal for all types of signage, especially large-format signs or long and narrow signs. SMART[®]-X is also an optimal medium for self-supporting, free-standing structures such as POS/POP applications. Due to its excellent resistance to weathering – with high UV stability and humidity resistance, it is an excellent substrate for external applications for a period of up to two years, a factor of crucial importance in the field of event marketing.

Additionally, SMART[®]-X is a mono-material composite panel made from 100 % polystyrene and, therefore, perfectly meets the demand for ecological materials in the area of visual communication.

Over the last five years, since its initial introduction to the market, this material has convinced customers of its unique qualities. Major furniture stores, DIY stores, food retail chains as well as suppliers for POS/POP displays and the event marketing service industry are just a few examples of the satisfied SMART[®]-X customer base.



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About 3A Composites

3A Composites, a division of Schweiter Technologies, has approximately 3'000 employees at various locations in Europe, the Americas and Asia. It is active in manufacturing and commercializing lightweight products for architecture, visual communication, transportation, industrial and wind energy markets. Leading brands such as ALUCOBOND®, DIBOND®, ALUCORE®, HYLITE®, FOREX®, GATOR®, KAPA®, FOAM-X®, FOME-COR®, AIREX® and BALTEK® were invented by 3A Composites.

3A Composites, formerly well-known as Alcan Composites, has belonged to Schweiter Technologies since December 01st, 2009. Schweiter Technologies is headquartered in Horgen, Switzerland.

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