

GRAFTYP

makes you stick

PUBLISHED TWICE A YEAR · DECEMBER 2020 · EDITION 02



news
that sticks

SUSTAINABILITY,
a never-ending story

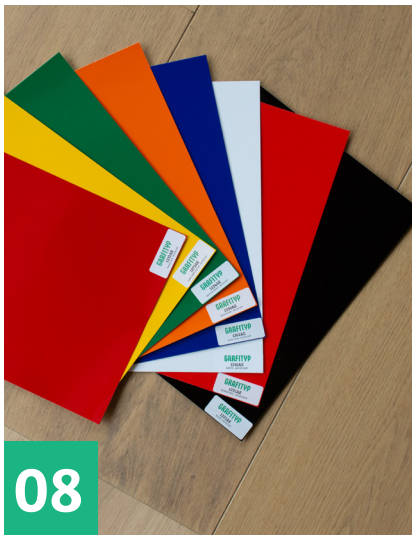
LAUNCHED: more than 20 new products

BOSMAN FAMILY
about a turbulent but positive 2020



04

Sustainability,
a never-ending story



08

Launched: more than 20 new products



12

R&D Manager Jan Nassen:
"Collaboration accelerates innovation."



13

Gert Bosmans, Process Engineer

Process Engineer who helps to make Grafityp future-proof.



14

Bosman family about a
turbulent but positive
2020



What a year.

In March I joined Grafityp as a brand new CEO. At the time I could not possibly predict what the year would bring.

A new workplace, a new sector, new colleagues and new challenges, however as if that were not enough: a new virus that virtually shut down the entire world. One could pull the emergency break for less.

Fortunately, resigning myself to the situation was neither in mine or Grafityp's DNA. We quickly took action, together we showed the world that we are here, by communicating strongly and by continuing to focus on innovations and improvements. Propagating a positive mindset, characterized by transparency and trust and by working more closely together, both internally across departments and externally with our partners.

One plus one equals two, and together we are stronger, and we are faster. Together we created a positive dynamic that is more difficult to achieve on our own. I

am absolutely convinced that with such attitude, the right results will follow. Yes, even in challenging times such as the past year.

That is why I look back, but also forward, with a positive mindset, – that is the nature of the beast. After all, this difficult period for our society also leads to new thoughts and new initiatives. For Grafityp this was a period that brought our innovation to a higher level, you can read more about that in this magazine.

I would like to close with a word of thanks, plus a more than sincere thank you to everyone at Grafityp. Without your unwavering commitment, we would never be where we are today. I am happy to be a part of this and look forward to everything that lies ahead!

Let's stick together.

Patrick Nijs, CEO

“Sustainability is a never-ending story.”

At Grafityp, sustainability is more than a trendy word, even more, it is one of our core values, an ambition that we substantiate through our sustainability policy, based on the Sustainable Development Goals (SDGs) of the United Nations.

Pieter Cox, external environmental coordinator for Grafityp, explains what sustainability means at Grafityp. He does this based on our three pillars: people, planet and profit.

People



Planet



Profit





“Who is Pieter Cox?”

“I run my own consultancy agency, Dr. Green, and work as an advisor to companies regarding the environment, safety and energy”, says Pieter. “That is how I made contact with Grafityp four years ago, and where I now undertake the role of external environmental coordinator.”

“At Grafityp we have already taken many important steps, implemented improvements and set concrete goals. We want to keep raising the bar, in terms of people, the environment and profit. We have maintained high standards in the field of quality, sustainability and innovation for many years, so it’s no coincidence that we have been awarded as the most innovative medium-sized company by the employers’ organization VOKA. That is not where it ends for us, sustainability is a never-ending story.”





“Our people are the beating heart of Grafityp.”

PEOPLE

“Our people are the beating heart of Grafityp”, Pieter explains. “It is our greatest concern that they are healthy and feel good here. Our figures show that we are certainly on the right track. With an average seniority of seventeen years, we are well above the Belgian average of ten years. People enjoy working here, and for a long time.”

“This does not mean that we are going to rest on our laurels. On the contrary. For example, we recently renovated our offices and furnished them ergonomically. We installed new skylights and LED lighting in the production halls, which makes the environment much more pleasant. Exercise is also very important, we offer our employees a bicycle lease program which is already a success: and many people have already subscribed to it.”

“Another action point in the field of people, is equality and inclusion. We are committed to gender equality: several women hold crucial positions within the company.”

“Origin is an important factor for us as well. About ten different nationalities are already an important part of our Grafityp team. This is something that as a relatively small organization we are very proud of.”

PLANET

“We want to make a difference, not only for ourselves, but also for the bigger picture, the planet. For us this goes much further than simply meeting the legal environmental requirements.”





“In terms of energy, we have set ourselves the goal of reducing our primary energy consumption and our CO2 emissions by 40% by 2030. How? Among other things with the 1,223 solar panels that we installed on top of our production halls. The energy we generate with this corresponds to the annual consumption of 150 families.”

“In terms of mobility, we limit our environmental impact with our bicycle leasing program and charging stations for electric cars. Both our employees and visitors can use them. Greening our company car fleet further is one of our next ambitions.”

“We optimized our waste flows, sort meticulously and reuse materials such as our casting paper. Furthermore, we are constantly looking for sustainable alternatives to our materials. Just think of FSC packaging and recyclable protective end caps on our rolls, to name a few examples.”

PROFIT

“Last but not least: our products are our core business, and they should logically fit within our sustainability policy. With our GEF range we take on a pioneering role in the sector. GEF stands for Grafityp Ecological Film, a series of phthalate- and pvc-free films. In addition, we are now also introducing our antimicrobial films. Relevant, given the global corona crisis and the increasing importance of hygiene, and important need for public health.” “We want to keep innovating and only develop products that we support 100%. Because in my opinion, who-ever believes in what he or she does, gets much further than those who do only what is obligatory. Especially when you help improve the world with your work. That is why we continue to increase our ambitions at Grafityp.”

IN NUMBERS

50y. of experience in self-adhesive films



average of 17 years of seniority



3,000 m² of skylights



1 out of 4 employees subscribed to the bicycle lease



10 nationalities



1223 solar panels = energy consumption of 150 families



2 high-quality charging columns with 4 charging points for electric cars

83x PVC-free products

Products launched in 2020

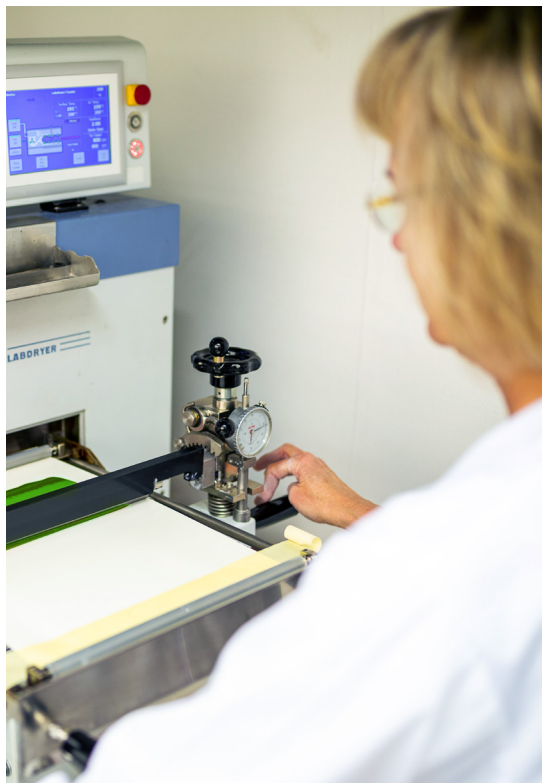
At Grafityp, 2020 was not only about corona, but especially about numerous innovations and new products. An overview of the most important launches.

LAMINATES FOR UV PRINTING

UV printers have been on the rise for quite some time now. The prints that are made on these devices usually require a suitable laminate. To assist our customers even further in this, we expanded our range significantly and now offer a complete range for UV-curable inks.

- pvc-free laminates: matt, gloss and satin (LAM121UV, LAM171UV, LAM130UV)
- Monomeric laminates: matt and gloss (M011PUV, M010PUV)
- Special Formula laminate: gloss (LAMS50UV)
- Polymeric laminates: matt and gloss (LAM200UV, LAM250UV)
- Cast laminates: matt and gloss (LAMX45UV, LAMX40UV)





POLYMERIC SIGN MAKING FILMS WITH AIR ESCAPE TECHNOLOGY

Eight colours of the Graftack 200-300 series are now also offered with the AIR ESCAPE technology. This series is mainly meant for long-term outdoor sign making on flat or slightly undulating surfaces.

The AIR ESCAPE technology ensures that the large texts or logos can be applied even faster. These colours also stay available without this added technology.

- 1210AE white
- 1273AE sunflower yellow
- 1330AE orange red
- 1331AE signal red
- 1332AE tomato red
- 1224AE medium green
- 1262AE royal blue
- 1221AE black



PVC-FREE ETCHED GLASS FILM WITH AIR CHANNELS

Our etched glass films are now also available as a pvc-free version. This new quality (EFTRx01) comes with the AIR ESCAPE technology and needs to be applied dry. Only for indoor use.



PVC-FREE ETCHED GLASS FILM WITHOUT AIR CHANNELS

In addition to the pvc-free etched glass films with air channels (EFTRx01), we now also have the same film without air channels (EFTR01). This means you can also apply the film wet. The advantage: you can apply larger pieces without any problem and if necessary, realign them.

The version with air channels is extremely suited for complex logos, small text, ...



MX110UR AND MX111UR EASY TO APPLY

Two new products in our M-series. Mx110UR (glossy) and Mx111UR (matt) are two transparent films that have been specially developed for applications on windows and doors. Perfect for indoor use, but short-term outdoor use is also possible.

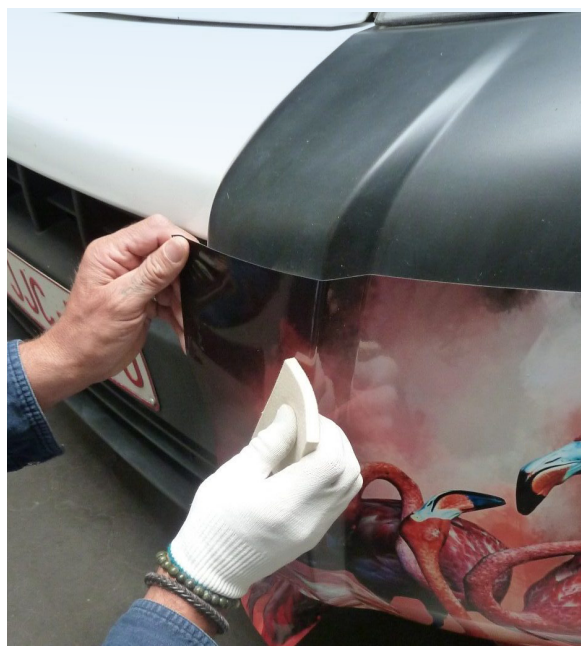
The films are very easy to install and afterwards they can be removed and re-applied elsewhere.

GRAFIPRINT S22CT FOR COLD ENVIRONMENTS

Not every temperature is optimal for applying a film. That is why we developed GrafiPrint S22CT, which you can apply at temperatures down to -10°C. Ideal for outdoor prints around sports fields, on sides of buses, ski lifts, etc.

CAST FILM FOR A-POLAR SURFACES (S838SHT)

Car wrappers know the problem: the body of the current generation of cars consists largely of painted parts. But there are still a lot of cars with "a-polar" parts – such as bumpers, mirrors, ... - which are specially made dirt-resistant. A standard wrapping film doesn't do the trick here. That is why we developed a cast print film with Super High Tack adhesive (S838SHT).



ANTI-MICROBIAL FILM

The anti-microbial film is a revolutionary film within our range. This film makes the transmission of pathogens more difficult and is the most hygienic solution for hospitals, residential care centers or places where there is a lot of people traffic.

And there's more!

As if this wasn't enough, in 2020 we also launched seven new car wrapping colours, three paint protection films (transparent gloss / matt / black high gloss), floor stickers for carpets and outdoor use, and a GEF LATEX version (pvc-free) film to print with HP LATEX inks. HP has issued a certificate of use for this material, so that they guarantee a perfect print result.



“
**Collaboration
accelerates
innovation.”**

**Jan
Nassen**
R&D Manager

Jan Nassen is someone who likes challenges. His latest challenge? Taking our R&D department to unprecedented heights as the new R&D Manager. He is happy to tell you more about his main action points.

INTERNAL AND EXTERNAL OPTIMIZATIONS

“As an R&D Manager I attach great importance to the optimization of our department. For me, that goes further than our department as such, and focuses on good collaborations. Both internally between departments and externally with other companies and knowledge institutions. For instance, we cooperate with the University of Hasselt for analyses that we cannot perform ourselves. Plus, by cooperating with other companies, we keep our finger on the pulse and can anticipate more quickly new market demands.”

RAW MATERIAL CHOICES

“You cannot separate R&D and innovation. We are constantly working on developments that make our products better and at the same time are also good for people and the environment. Raw material choices are one of our priorities in this respect. Many developments are currently taking place in the context of water-based systems.

FOCUS

“New products, specific questions from customers, niche products. Almost any movement in the market could become an R&D project. But as a company you cannot cope with all of it. We must therefore separate the wheat from the chaff and determine by means of (market) research which projects we are effectively rolling out. Products that are more recyclable or self-compostable, for instance. An innovation that will only gain in importance, and in which we are already taking important steps.”



“My job is actually a combination of two functions.”

**Gert
Bosmans**

Process Engineer

Since April 2020 Gert Bosmans has joined our ranks as our first Process Engineer. Which means: “immersing myself in the current business processes and making new investments to improve those processes”, says Gert himself.

“Before joining Grafityp, I worked as a manager at Tenneco and Nitto Denko. I am now more responsible for the process side of production, and that suits me. I no longer just have to manage processes but can now really immerse myself in our products and processes. That makes it very interesting for me, although sometimes you have to find your way a little more.”

DOUBLE FUNCTION

“My job is actually a combination of two functions. Process engineer on the one hand, and head of the technical department on the other hand. The two are

inextricably linked. The decisions we make in terms of improvements to our production processes have an immediate impact on the operation of our technical department.”

CLEAR TO DO’S

“My first to do’s were immediately clear: in 2020 we drew up an investment list with both smaller and larger projects. This ranges from installing solar panels, strengthening roofs, retrofitting a production line, to improving our gluing method and installing new air blowers in the converting department. One of the bigger challenges is to significantly reduce our waste percentage.”

“Sustainability is one of Grafityp’s spearheads and is omnipresent in my position. All the optimizations and innovations that my colleagues and I try to implement serve one purpose: to deliver better quality in an energy-saving, environmentally friendly and efficient way and to reduce our quantity of waste.”



“
**The challenges
of 2020 have fueled
an unprecedented
drive.”**

It is abundantly clear that 2020 will be in the history books. What this year meant for Grafityp, no one can tell better than the Bosman family. A look back, with positive expectations for the future.

“Just like with so many other companies, COVID-19 also made Grafityp shake to its foundations”, says Patricia Bosman. “2020 was going to be important for us anyway, we already knew that at the start of the year: we celebrated our 50th anniversary, got a new CEO and had a lot of investments planned.”

“Where other companies chose to close and phase out their services, we have continued to steer our own course. We shifted up a gear, set up additional initiatives and positioned ourselves in the market in a more ostentatious way. We did not postpone the planned investments, but nevertheless went ahead with them. Atypical and maybe a bit unfamiliar, but the right decision for us.”

WORK IN AN INVENTIVE WAY

“Our office team partly worked from home, but then you quickly miss the social aspect of your job”, Brigitte Bosman continues. “Of course, the people in production couldn’t work from home. Fortunately, our environment makes it possible to keep a good and safe distance during work. We also distributed reusable face masks to everyone as soon as possible. The fact that everyone stayed healthy is a great boost for me.”

“COVID-19 also brought some opportunities. Just think of the floor stickers, which suddenly were required en masse”, says Rosa Bosman. “Unfortunately, sometimes the raw materials supplier could not keep up, otherwise we would have sold even more. It was mainly a matter of being inventive. In order to reach our Italian suppliers, our transporters came up with the idea of driving a truck to the border and transferring the trailer to our truck. That way we could continue.”

“The fact that we are a slightly smaller organization, compared to some of our big competitors, certainly played to our advantage here. We have all faced an unprecedented crisis. As an adaptive player we were just more agile. Our budgets may not be quite as large as those of certain multinationals, but we are not inferior in terms of inventiveness.”

AN UNSEEN POSITIVE DYNAMIC

“The one who was perhaps facing the biggest

challenge this year, was Patrick Nijs, our CEO”, Patricia says. He had been working for barely two weeks when the lockdown was declared. But he did a fantastic job and created a new positive dynamic.” “Although I am sure it has cost him quite a bit of sweat”, Rosa adds amused.

“Patrick has positively influenced our operation in a short term, both internally and externally”, says Brigitte. “One of his action points was to create more involvement. During the crisis, for example, an idea board was created, on which employees could forward any ideas. From new products to marketing or sales ideas. We also organize quarterly meetings for all employees which will now continue going forward. This way everyone knows how Grafityp is doing and what we are occupied with. It is the ideal place to ask questions and give comments.”

“In the meantime, we also evolved from a pull to a push strategy externally. This was started during the crisis when we called customers proactively. We are now also focusing even more on sustainability, and that will only become more important in the future. That is a theme that we fully support with all the entire company.”

GRATEFUL AND READY

“It is clear that we are still looking forward to the future in good spirits,” Herman Bosman concludes. “A future in which we appreciate our health even more. This is something that we will monitor internally, but which we also propagate externally with products such as a film with an antibacterial top layer and even more PVC-free products.”

“2020 was not an easy year. But all these challenges have fueled an unprecedented drive with our people. Everyone here is pulling one strand more than ever. I think I can speak for all of us when I say that we are extremely grateful for that. Grafityp is more than ever ready for the next fifty years.”

OUR COMPLETE RANGE OF SOLUTIONS

Signmaking vinyls

Monomeric

Promo-series
100-series

Polymeric

200/300 series

Cast

Graficast series

Non-PVC

GEF series

Translucent

TL series

Etched glass films

Print media

Monomeric

Polymeric

Cast

Special formula

Non-PVC

Wall deco

Laminates

Monomeric

Polymeric

Cast

Special formula

Non-PVC

Wrapping films

Standard

Glossy Polymeric Wrap

Matt Polymeric Wrap

Matt Super Cast

Gloss Super Cast

Protective

Paint protection film

Decorative

Leather

Pearl

Colour wave

Metallic

Matt

Satin

Brushed

Carbon

Stardust

Flock

HOW MAY
WE HELP YOU?

GRAFITYP
makes you stick



Headquarter - Belgium

Grafityp Selfadhesive Products

Office

Stationsstraat 43
3530 Houthalen, BELGIUM

Plant & logistics

Centrum-Zuid 1539
3530 Houthalen, BELGIUM

+32 11-600.850
sales@grafityp.com

Subsidiary - UK

Grafityp U.K. Ltd

Grafitack House

103 Mariner, Tamworth - Staffordshire
B79 7UL UNITED KINGDOM

+44 (0)1827-300500
sales@grafityp.co.uk

PRINTED ON FSC PAPER

