

## Neschen Supports Education Sector in Namibia

"filmolux" protective film prolongs the life of books

**Bückeberg, 2 March 2009** – In Namibia it is particularly schoolchildren in all age groups who take advantage of approximately 60 public libraries. In order to protect their stocks against excessive wear and tear the books are now being lined with self-adhesive protection film. For this purpose Neschen AG donated over 10,000 square metres of "filmolux soft PP" book protection film to the Namibian Library and Archive Service in Windhoek last year.

Books protected by Neschen films have a longer life and are easy to clean.



Picture: RIMG0026.JPG

Caption: A library employee in Namibia applying self-adhesive "filmolux soft PP" to books. To be able to use the film as effectively as possible and protect a large number of books library employees first cut "filmolux soft PP" into strips. Then they line the spine of the book and apply a label at the same time. In addition, they protect the front part of the cover, where the book is touched most often.



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The aqueous emulsion adhesives used are acid-free. With all raw materials Neschen also strictly ensures that they are free of cadmium, mercury, lead and other potentially harmful additives. After all, the lending of books should provide reading pleasure, without any health hazard. The raw materials must also have a high level of ageing resistance.

"Our donation campaign in Namibia is first and foremost for a good cause but at the same time it naturally helps to make Neschen even more well-known on the African continent", says Frank Seemann, head of Marketing & Kommunikation at Neschen in Bückeberg. "As opposed to western Europe, where our self-adhesive protection and care films are used in virtually every library, in Africa we lack a sufficient level of brand awareness."

"Purchasing this quantity of film would not have been possible with the Ministry of Education's normal budget to which libraries are exposed", says the director of the Public Library Service in Windhoek. "Neschen protection film helps us to conserve the well-used stocks for a longer period of time."



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Picture: RIMG0027.JPG

Caption: During a visit to the Community Library Service in Windhoek the initiator of the donation, Dr. Helge Kleifeld, together with librarian Mariet Hayes and an employee, is pleased about the careful application and benefit of the Neschen book protection films.

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In addition to the protection, maintenance and repair of books Neschen is also involved in the field of mass conservation of single sheets and, shortly, books as well. The innovative company also supplies printable, coated and finished web-type media such as plastic film and paper, but also textiles for printing service providers. Architects, designers, photographers, interior decorators and advertising agencies can resort to a wide range of stocks to suit any application.



Picture: RIMG0023.JPG

Caption: At the central office of the Community Library Service lending books are lined with "filmolux soft PP" and subsequently distributed to the municipal libraries throughout the country.

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Picture: Dr. Helge Kleifeld

Caption: "With our donation to the former German colony it is our intention to make a contribution towards supporting the education sector in Namibia", says Dr. Helge Kleifeld, Manager Business Unit Documents at Neschen, explaining the background to the campaign.

[http://www.pr-x.de/uploadfiles/pictures//1305\\_161259\\_Neschen\\_People06-Dr.%20Helge%20Kleifeld.jpg](http://www.pr-x.de/uploadfiles/pictures//1305_161259_Neschen_People06-Dr.%20Helge%20Kleifeld.jpg) [http://www.pr-x.de/uploadfiles/pictures//1305\\_161508\\_Neschen\\_People25-Dr.%20Helge%20Kleifeld.jpg](http://www.pr-x.de/uploadfiles/pictures//1305_161508_Neschen_People25-Dr.%20Helge%20Kleifeld.jpg)

*Neschen AG, Bückeberg – Graphics, Documents and Neschen Technical Coatings*

*Neschen AG is an international leader in state-of-the-art self-adhesive products and top-quality coated media for many different applications in the fields of Graphics, Documents and Technical Coatings, operating a global sales network.*

*The comprehensive portfolio of products in the field of Graphics ranges from finishing, protection and mounting films to printable media which can be used in conjunction with state-of-the-art digital printing techniques for avant-garde architecture, decoration and advertising. The Bückeberg supplier is a premier address for printing service providers, architects, designers, photographers, interior decorators and advertising studios.*

*The protection, repair and maintenance of books using self-adhesive films and the mass conservation of jeopardised library material and archive records are another key area of business. Neschen's comprehensive solutions for archives and libraries allow highly economical and reliable restoration of large quantities of single sheets and books.*

*Based on more than 40 years of experience in special-purpose coating processes Neschen also offers industrial customers in all sectors highly customised solutions. They range from surface finishing in automotive manufacture to applications in clinical and medical fields.*

*In 2007 the company's 550 employees generated annual sales worth approx. € 125 million worldwide. [www.neschen.com](http://www.neschen.com)*

*Sample copy requested if printed*



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