

Neschen in the Volkswagen museum

Digitally-printed Neschen media lend VW museum
that special touch

Bückeburg, 18 July 2008 – VW's Autostadt in Wolfsburg, Germany has redecorated its ZeitHaus museum showrooms. Surrounded by the Austrian artist Peter Kogler's images, the museum is now displaying its "Milestones of the automobile" in a completely new backdrop. Neschen, the foil and coating specialist from Bückburg, Germany, provided the jumbo size media for large format printing. Procedes in Lemwerder near Bremen did the printing and mounting.

Good quality – good image for VW

The right artwork was required, but above all it was the quality of the printed textiles that played a key role in the ZeitHaus. As Autostadt is both a marketing tool and a calling card for VW AG, only top material with extremely good printing quality was considered. Elsewhere in the digital printing industry, 10 textile faults for every 100 metres are within the tolerance levels. But ZeitHaus set an entirely different benchmark and expected a zero fault tolerance.

As a result, they chose solvotex artist premium heavy S. And at 300 g/m² it is one of Neschen's relatively heavy jumbo textiles. This brand product, made by Neschen, is suitable both for Solvent and Eco Solvent and for UV-curing inks. As the latter is free of solvents, Autostadt chose UV-curing inks for the printing process.

"Quality comes at a price. And a discerning customer like VW was prepared to pay it," explained Thomas Michaelson, project



Press contact:

Neschen AG
Frank Seemann
Head of Marketing /
Communications
Windmühlenstr. 6
31675 Bückeburg
Phone: +49 5722 207-253
Telefax: +49 5722 207-77-253
F.Seemann@neschen.de
www.neschen.com

PRX
Agentur für Public Relations
Ralf M. Haassengier
Kalkhofstrasse 5
70567 Stuttgart
Phone + 49 711/71899-03/04
Telefax + 49 711/71899-05
ralf.haassengier@pr-x.de
www.pr-x.de

manager at Procedes. "If they had chosen cheaper textiles offered by another supplier, faults had to be expected. We couldn't afford to risk this because the quality VW Autostadt expects is extremely high. You then use more material, for example textiles, inks and adhesive tape. And in the end you save nothing."

Textile printing for wide sections: brilliant and perfect

On the one hand, potential irregularities are present in woven textiles themselves. On the other hand, due to the huge volume of data, faults can even occur in digital printing processes and damage can be caused when applying the sheets with a squeegee to the wall.

"During mounting, or where they are finally used, our media offer excellent handling and durability," commented Frank Seemann, Head of Marketing and Communications at Neschen. "You can also roll up and unroll the sheets evenly and the printing quality and brilliancy of the colours is unparalleled."

By using premium inkjet coating, the Neschen medium produces maximum brilliancy: a deep shade of black and glossy colours. It is also virtually scratch-proof and flame retardant. And particularly important during printing is that it lies very flat, with no folds and creases.



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www.pr-x.de

PRESS RELEASE



Picture: ZeitHaus-02

Caption: A guarantee of brilliant colours and impeccable quality: Neschen's digitally printed jumbo textiles. And not just Autostadt and the printer Procedes were full of praise: The artist himself, Peter Kogler, enthused at the brilliant colours. He was particularly taken with the shades of black.

http://www.pr-x.de/uploadfiles/pictures//1607_163442_ZeitHaus-02.jpg



Picture: Photo Frank Seemann

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http://www.pr-x.de/uploadfiles/pictures//0102_092051_Neschen_People_Seemann_0004.jpg



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Frank Seemann
Head of Marketing /
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Picture: Photo Thomas Michaelsen

Caption: "Due to its bending properties, the Neschen textile we selected is particularly user-friendly and produces extremely consistent reproductions of the prints," explained Thomas Michaelsen, project manager at Procedes in Lemwerder. "Because in some cases the media were stuck to whole walls in the museum and over all levels of the showrooms and into rooms themselves, applying the textiles was a very skilled manual job."

http://www.pr-x.de/uploadfiles/pictures//1607_163840_Thomas%20Michaelsen-1.jpg

Neschen AG, Bückeburg – Graphics, Documents and Neschen Technical Coatings

Neschen AG is an internationally leading company with a worldwide sales network, producing modern self-adhesive products and high-quality coated media for a variety of uses in graphics, documents and technical coatings.

The extensive product range for graphics ranges from enhanced, protective and adhesive foils to printable media that can be used with advanced digital printing technology for avant-garde architecture, décor and advertising. The supplier from Bückeburg is a sought-after partner for service providers, such as architects, designers, photographers, interior designers and advertising studios.

Protection, repair and care of books using adhesive foils, as well as large-scale restoration of valuable library and archive material, is another key business area. Neschen's one-stop solutions for archives and libraries make economical and safe restoration of large numbers of individual sheets and books possible.

Drawing on more than 40 years' experience with special coating procedures, Neschen can also offer customers from all areas of industry highly individual solutions. These range from enhancing finishes in automotive manufacture to applications in clinical and medical environments.

In 2007, the 550 employees generated annual sales of approx. 125 million euros worldwide. www.neschen.com

Bei Abdruck Beleg erbeten



Press contact:

Neschen AG
Frank Seemann
Head of Marketing /
Communications
Windmühlenstr. 6
31675 Bückeburg
Phone: +49 5722 207-253
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www.pr-x.de