



Rely on it.

PRESS RELEASE

Natural looking matt finish

New **RENOLIT EXOFOL PFX Super-Matt**

Worms, May 22, 2019 – Matt surfaces are in vogue, and not just in interior design or the automotive sector. There is also widespread demand around the house for surfaces that are pleasant to the touch - the attractive, the more fashionable. With its new finish for exterior films, **RENOLIT** is now raising the bar for window profiles, door panels and facades. The surface specialists from Worms have combined the deep, dynamic wood texture VLF with a transparent PVDF layer, creating an extremely natural look. "This texture is practically indistinguishable from real wood, neither visually nor in terms of touch," says Product Manager Franz Josef Weber.

RENOLIT EXOFOL PFX Super-Matt is the name of the new film which is based on the unplasticised PVC film **RENOLIT EXOFOL PX** and combined with the PVDF top coat already well known from the premium product **RENOLIT EXOFOL FX**. This fluoric plastic behaves similarly to a Teflon coating on frying pans. It improves surface protection and increases the film's resistance to dirt and chemicals, and even graffiti can be easily removed. "Its low surface tension makes the film dirt-repellent and easy to clean. Even on this very smooth surface, dust and dirt particles will not stick to the film," says business unit manager Stefan Friedrich, describing the low maintenance of the new development. Water, soap or detergent as well as a soft brush or sponge are sufficient for cleaning.

Surface emphasizes wood character

RENOLIT EXOFOL PFX Super-Matt launches with four oak decors in different colours: Honey Oak, Ginger Oak, Pepper Oak and Weissbach Eiche, whose authentic designs are particularly well suited to the

RENOLIT SE
Horchheimer Straße 50
67547 Worms/Germany
www.renolit.com

Your contact in Germany:

Harm Schumacher
Redaktion für
Wirtschaft + Technik
Phone: + 49.9184.80 85 97
Fax: + 49.9184.80 85 93
harm.schumacher@rewitech.de

Your contact in UK:

RENOLIT Cramlington Ltd
Station Road, Cramlington
Northumberland, NE23 8AQ
Phone: + 44.1670.718222
Fax: + 44.1670.590096
marketing.rcl@renolit.com



Rely on it.

strikingly different woodgrain surface finish. With a subtle sheen emanating from the emboss valleys, the surface resembles a natural, matt finished oak.

As with all **RENOLIT EXOFOL** films, Solar Shield Technology (SST) is an integral part of the construction. IR-reflecting colour pigments reduce the temperature differences between the outer and inner profile surfaces. In this way, the profiles retain their shape and windows and doors retain their exact fit. For easier processing, **RENOLIT EXOFOL PFX** also has a primer on its reverse side. The warranty periods for the new film are the same as for the proven **RENOLIT EXOFOL PX** film.

Images and captions



Image "**RENOLIT EXOFOL PFX Super-Matt Group**"
RENOLIT EXOFOL PFX Super-Matt launches with four different oak decors.



Image "**RENOLIT EXOFOL PFX Ginger Oak Super-Matt**"
The striking woodgrain texture enhances Ginger Oak's authentic character.



Rely on it.

The company

The **RENOLIT Group** is a globally-active specialist for high-quality plastic films, sheets and other plastic products. With more than thirty locations in over twenty countries, and with annual sales of EUR 1,031 billion in fiscal year 2018, the company with headquarters in Worms – nearly fifty km northwest of Heidelberg – is one of the world’s leading plastics product manufacturers. Over 4,700 employees continue to further develop the knowledge and expertise gained from over seventy years of business.

www.renolit.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)