

HOT PRESS

Hot Press Launch WindowTac™

Most retailers will agree that constantly changing promotional graphics inside windows can be a painstaking task and that poorly displayed images damage the message and the brand. Even if they manage to position the graphic correctly without damaging it; peeling edges, air bubbles and visible adhesive often ruin the appearance.

Hot Press' new WindowTac™ offers the ideal solution. This double sided, removable adhesive is 98% optically clear and consists of a clear polyester film with a permanent adhesive on one side, which is applied to a graphic and a removable adhesive on the other, which is applied to glass.

WindowTac™ can be easily applied first time using a plastic squeegee and therefore doesn't require experience. The adhesive is temporarily repositionable making application even easier and the embossed stippled release liner allows air bubbles to evacuate. WindowTac™ can be removed easily afterwards without leaving an adhesive residue.

Promotional campaigns can now rely on high quality window mounted graphics without the need for skilled installation – just think of the possibilities.

Please contact Hot Press for more information and a sample. Tel:+44 (0) 117 958 6500.



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