

ORAFOL Europe GmbH

Reflective Solutions

Engineered to Save Lives™

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**Design.
Innovation.
Technology.**

IPENZ Transportation
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ORAFOL – over 200 years of history



1908

Founded in Berlin as ink manufacturer for staps of the former Kingdom of Prussia



1919

Moving to ORANIENBURG (North of Berlin)

1960

Start production of MIKROLUX brand self-adhesive retrorefelctive sheeting



1976

VEB-Spezialfarben and manufacturing graphic products sold under the brand ORACAL

1990

Privatisation and change to Orafol Klebtechnik GmbH – by investor Claus Schmidbauer



1995

New factory established in the industrial area of Oranienburg

2005

Building of the new plant in USA (Savannah) and start of sheeting production for the American market



2011

Acquisition of the Reflexite Corporation with worldwide subsidiaries and the core technology of optical engineering and microreplication.

ORAFOL Today – key figures



Today, **ORAFOL Europe GmbH** is a leading global manufacturer of **Graphic Products, Reflective Solutions and Adhesive Tape Systems**, with headquarters and main production facility located in Oranienburg Germany.

Area of ORAFOL Europe GmbH	> 185.000m ²
Employees	> 850 (1750 worldwide)
Turnover 2015	> 1.5+ Billion NZ\$
Export rate	> 70%
Export distribution network	> 100 countries

Customers in New Zealand and Australia are supported by the office and distribution center is based in Brisbane (Australia).

ORAFOL main divisions

GRAPHIC PRODUCTS:

Printing Materials

Digital Printing Materials

Plotter Materials

Application Tapes



REFLECTIVE SOLUTIONS:

Traffic Signs

Vehicle Conspicuity

Car License Plates

Personal Safety

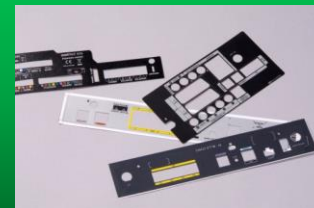
Advertising



ADHESIVE TAPE SYSTEMS:

Industrial Tapes

Carpet and Cloth Tapes



Traffic Safety

- **Retroreflective sheeting for traffic signs**
 - Regulatory signs
 - Guidance signs
- **Sheeting for construction signs and devices**
 - Materials for flexible signs
 - Traffic cones and cone collars
 - Sheeting for barricades and others
- **Equipment for traffic sign manufacturing**
 - Screen printing ink
 - Transparent overlays
 - Digital printing
 - Functional overlay films



Vehicle Marking

- **Emergency Service**
 - Police, Ambulance
 - Fire vehicles
 - Emergency service
- **Trucks and trailers**
 - Rear marker plates
 - Conspicuity marking
- **Reflective sheeting for vehicle license plates**



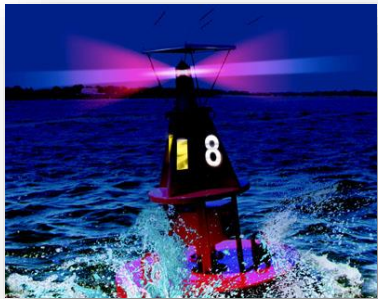
Personal safety

Personal safety products

- Reflective tapes for
- Workwear
- Safety garments



Maritime Applicationen



Police, Emergency service, Fire department



ORAFOL retroreflective sheeting

AS/NZS 1906.1:2007*)

Glass beads type sheeting

ORALITE® 5710 Engineer Grade (*Premium*)



Class 2

NEW: class 100

ORALITE® 5810 High Intensity Grade

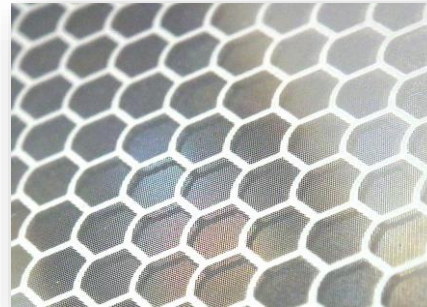


Class 1

NEW: class 300

Microprismatic sheeting

ORALITE® 5910 High Intensity Prismatic Grade



Class 1W

NEW: class 400

ORALITE® 6710 Brilliant Grade



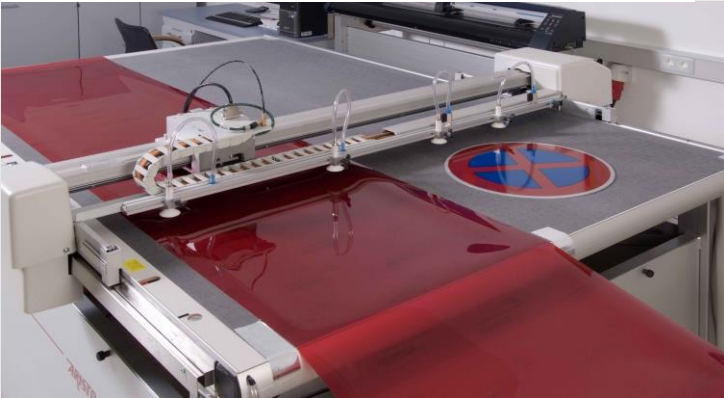
Class 1X

NEW: class 900

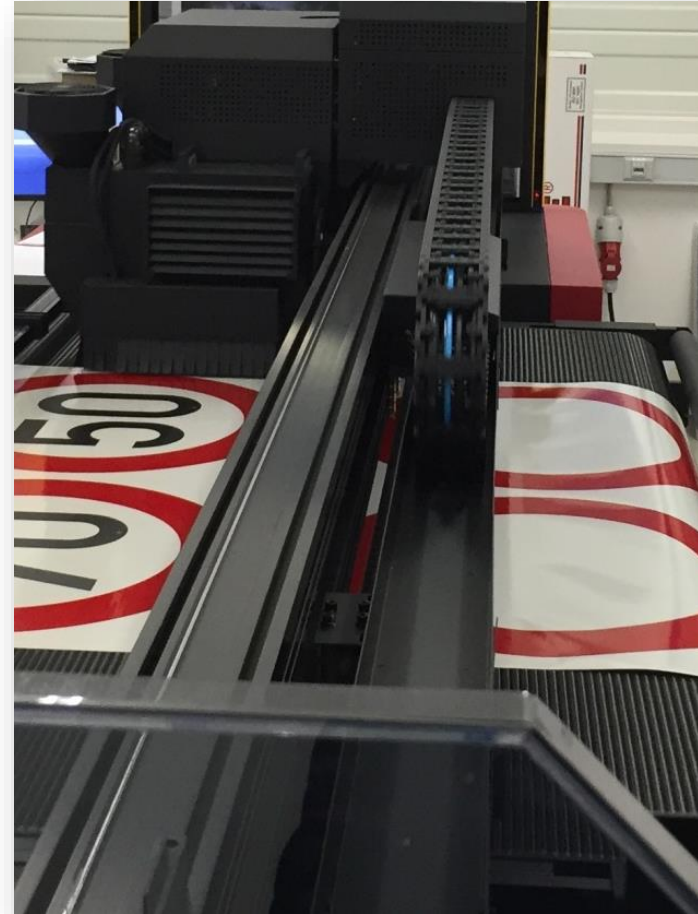
*) the standard is under revision

Modern production technologies

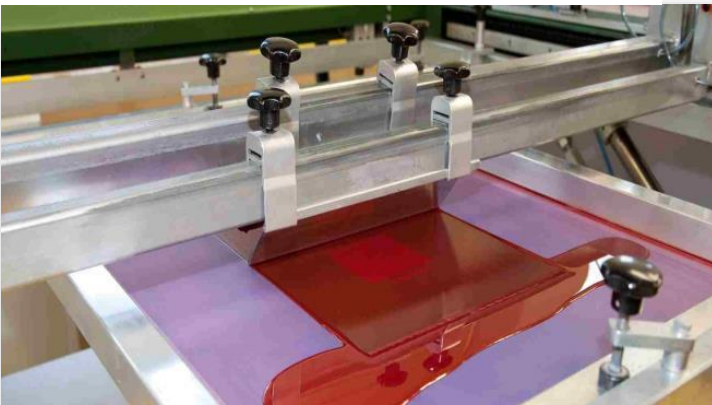
Plotter cutting of overlay film



Digital printing of traffic signs



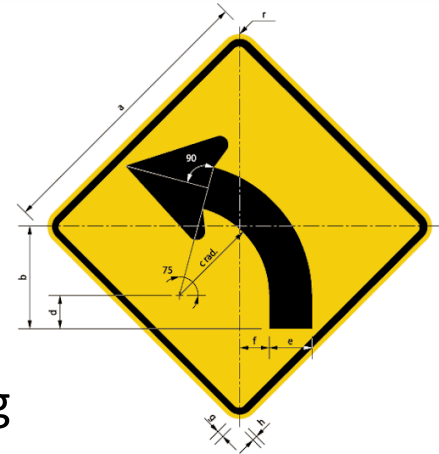
Screen printed traffic signs



Digital printing of traffic signs



- Featured Machine - Type AGFA Anapurna
- Digital printing technology with UV curing inks
- For printing on various material surfaces
- Environmental friendly operation
- No solvent evaporation
- Digital printing for optimised print on demand manufacturing as well as for high volume printing



UV-Inks and UV protection film

UV Ink

- ORALITE UV Digital Ink
- Printing of the standard traffic colours
- Blue, Black, Brown, Green, Red & Yellow

High durability

- UV-protection with overlay films and additional functional features



Anti-Graffiti Overlay Film



Anti-Dew Overlay Film



Strengths of ORAFOL

- Wide variety of products and quick adaptation to market needs – and individual customers requests
- Continuous quality control and full product traceability
- Extremely high investment rate in new technologies, manufacturing methods and R&D
- To provide excellent customer service with quick reactions, to fulfil the needs and with short delivery times



**Thank you very much for your attention
and allowing me to present at IPENZ.**



www.orafol.com