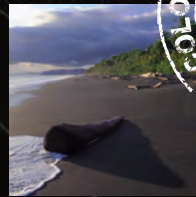
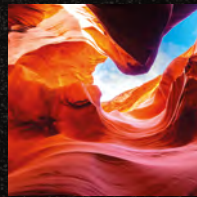


THE BE SOLUTION

WORLD OF COLOURS COLLECTION



*Imagine a new world
of intense colours...*

BECAUSE IT IS VITAL TO STAND OUT, AHLSTROM IS REINVENTING HEAVYWEIGHT PAPERS...

The world leader in innovative, sustainable fibre-based solutions, Ahlstrom has a knack for overturning market standards.

About fifteen years ago, we created a surprise when we launched **the first coloured latex papers**, an idea that has been widely adopted since then. We broke new ground again in 2012 with **The Be Solution**, an innovative concept that offered new possibilities for customising abrasives by adding security fibres, printing on patterns or coating in an infinite number of colours. Aim: **to enable our customers to stand out from the crowd and win over new end users.**

In line with its DNA as a pioneer at the forefront of the latest trends on the market, Ahlstrom is continuing to revolutionise the industry, building on its international experience, the success of its lightweight papers and The Be Solution concept. We would now like to present our **World of Colours** collection, a series of batch colour dyes that **give heavyweight papers a great «design» look, the perfect way to make your mark!**



... AND INVITES YOU ON A COLOUR-PACKED JOURNEY!

With your partner, Ahlstrom, 2019 is set to be a year of discoveries high in colour!

● **The first stage of our exploration** will take you to a series of unique places on this planet where you can admire a natural colour of remarkable intensity... These iconic sites have inspired a collection of **five original plain colours** that you can choose for your Made in Arches heavyweight papers to help them to stand out from the crowd: **black, yellow, violet, red and blue.** They are all available in three different shades so that you can match them exactly to your project. In the pages that follow you will discover the ambiances that inspired these colours as well as their marketing and technical advantages. Use the colours of these places to highlight your difference and put your products under the spotlight!

● Our journey without borders will be continuing throughout the year, with **new destinations and further unusual discoveries to reveal new collections with original impactful finishes.**

So keep your eyes wide open and let us guide you through this exploration - it is sure to open up new horizons!



World of colours

CREATE A VISUAL AND/OR TECHNICAL DIFFERENCE!

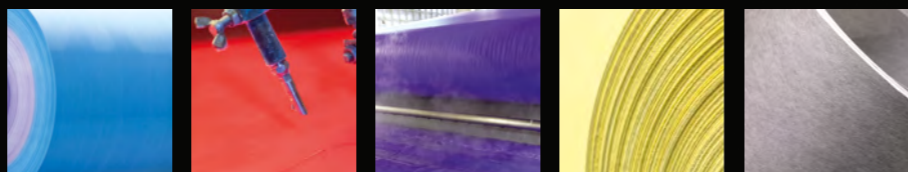
Do you develop abrasives that improve the performance and lifespan of sanding belts? Why not enhance them with the **World of Colours** collection or create your own color with potential for exclusivity?

● **Use them to give a boost to a product launch, your brand or a special event.** With colours that depart from the classic shades of «natural» or «white», your products will attract the attention of end users, who will not only be able to identify them instantly, but will also see them as different and innovative. If your brand's visual identity enjoys strong recognition, why not use its main colour for your backings. Similarly, to increase the visibility of a new revolutionary paper designed to replace cloth, you could make it the same colour as one of your flagship products on the cloth backing market.

● **Help your customers to make the best choice and use of your products.** You can structure your offer by using a different colour for each application or simplify the steps in the sanding process by using a different colour for each grit size.

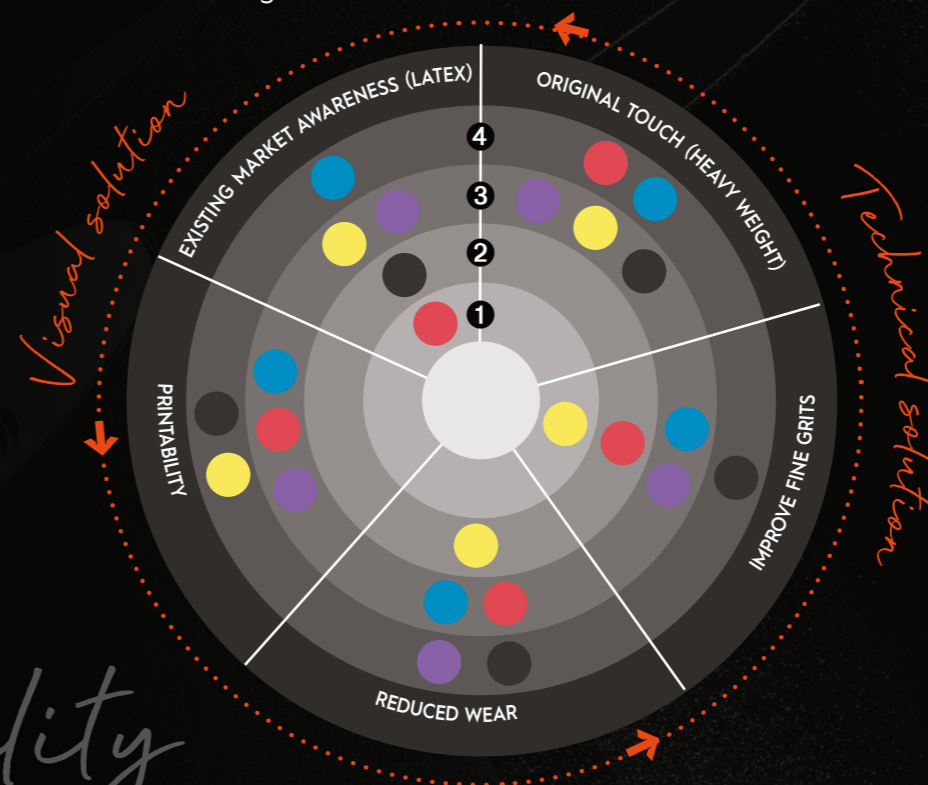
● **Give fine grit abrasives a better look.**

A through-dyed backing combined with a resin of the same colour and fine grit deposited in a thinner layer makes for a more qualitative and homogeneous effect. Such a combination also reduces the negative visual impact of the first signs of wear on the top of the abrasive. Another notable advantage: the most intense colours in the collection constitute optimum solutions for reducing marbling effects in your heavyweight papers. Not to mention the fact that they also make the marks left by the sanding pad on the back of the abrasive less visible.



COLOURS TARGETED TO MEET YOUR EXPECTATIONS

The colours used in Ahlstrom's heavyweight papers have been designed and developed to meet precisely the marketing and/or technical goals of your project. You can therefore opt for one of the colours based on the parameters shown in the diagram:



- Originality
- Colours popular in the industry (e.g. latex papers for the automotive industry)
- Visibility of the printing (logo, pictogram, instructional information, etc.)
- Fewer traces of wear
- Limited marbling effects with fine grit

CUSTOMISE YOUR COLOUR 100%

Adapting to your most demanding requirements is one of Ahlstrom's strengths. Our R&D experts can develop a custom colour for your heavyweight papers, **even one unique on the market** - the colour of your visual identity, for example. **All these colours can be reproduced accurately and consistently:** contact us for more information on this exclusive service.



Originality

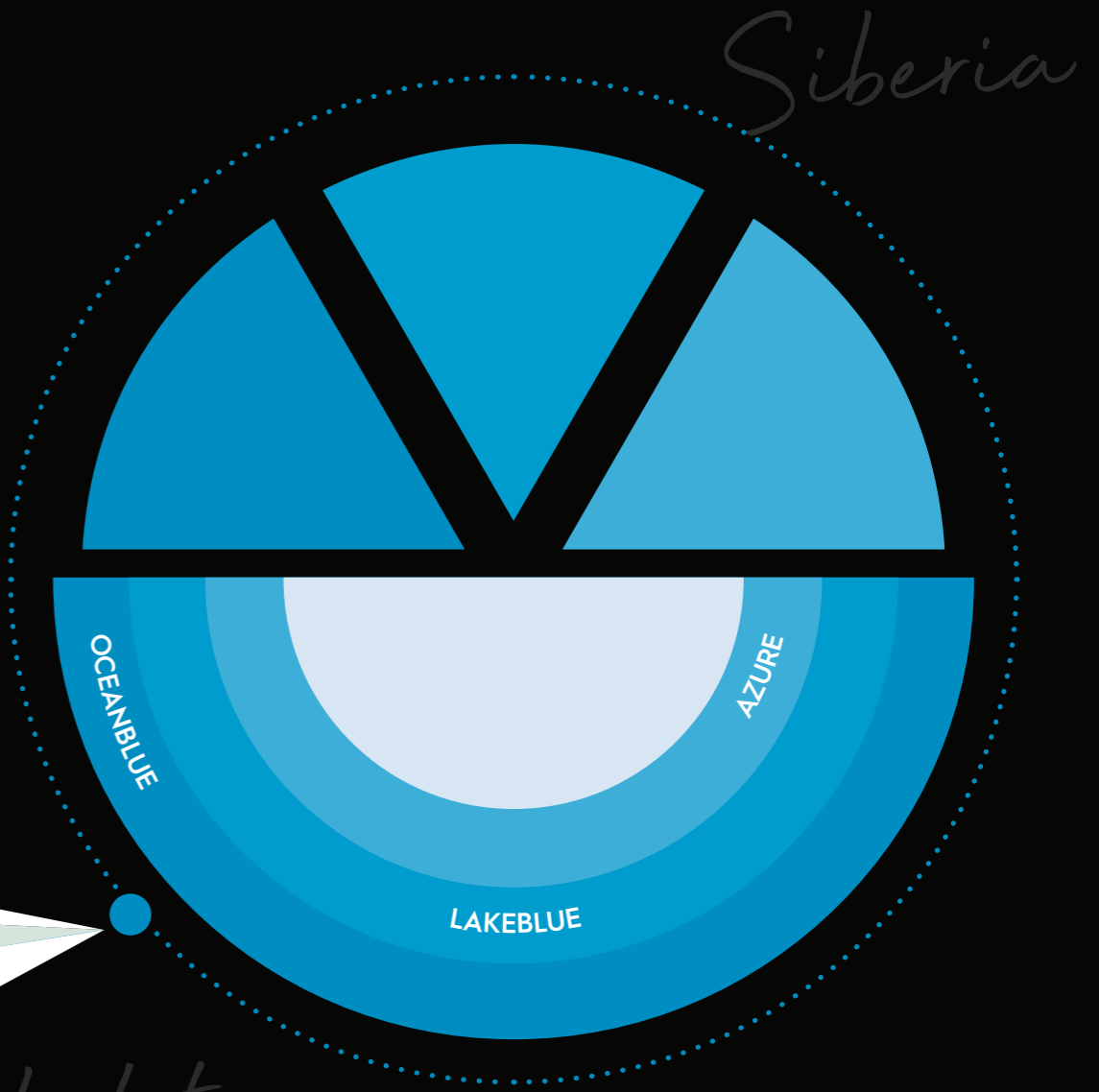
SEA OF BLUE



The largest and oldest freshwater lake on the planet, **Lake Baikal**, enchants all those that set eyes on it with its magnificent blue waters of unequalled depth. A symbol of transparency and movement, the «Pearl of Siberia» is ideal to reflect the innovative nature of the products it is associated with.

You will like

- its high potential, confirmed by its success on other markets such as latex papers
- its originality and novelty in the world of heavyweight papers
- the possibility of using this colour in different shades to emphasise the technical reliability of your abrasives



Visibility

RED PASSION

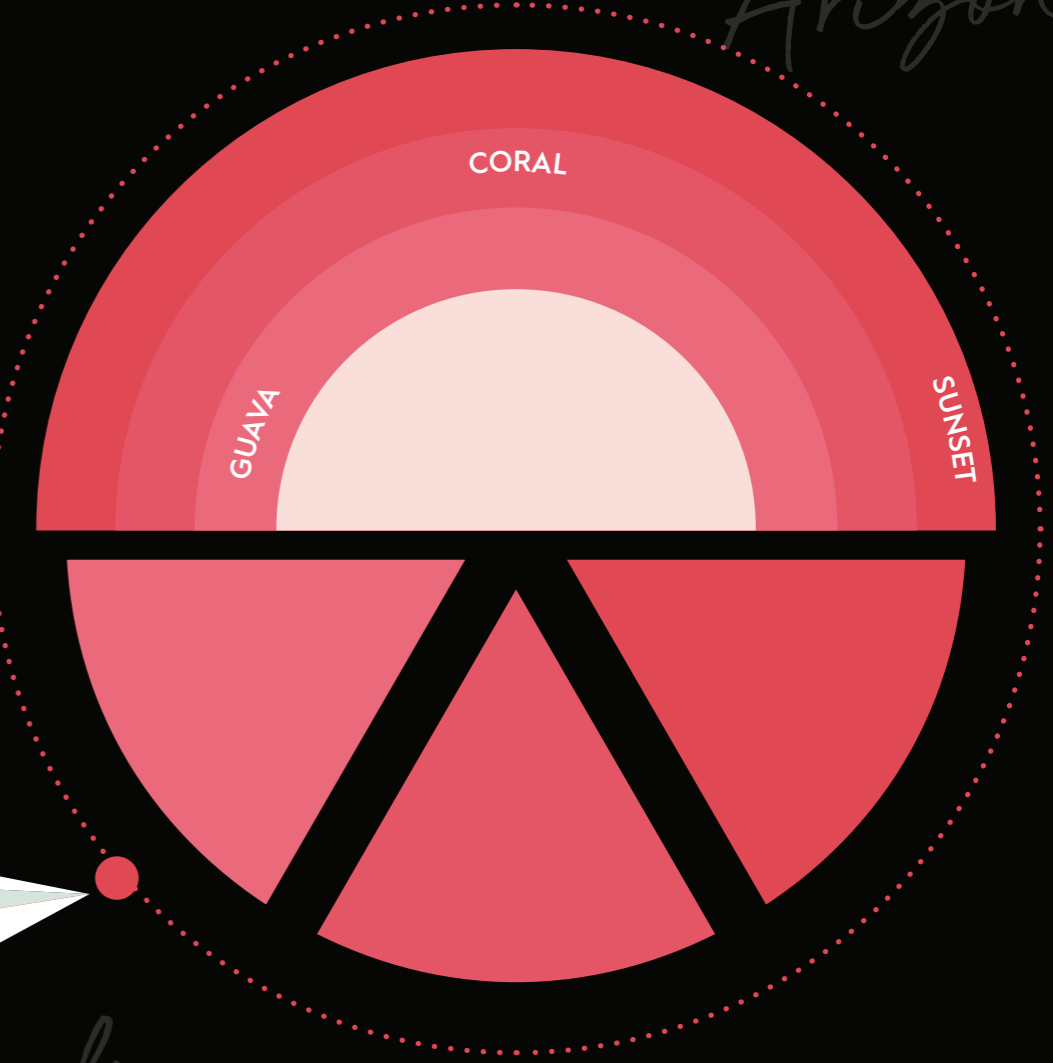
Arizona



A deep gorge hollowed out by flash flooding and sculpted by the wind, **Antelope Canyon reveals the spectacular colours of its sandstone walls under the rays of the high sun.** Like this endlessly photographed Arizona treasure, the red in the World of Colours collection is bound to draw everyone's gaze towards any product it adorns!

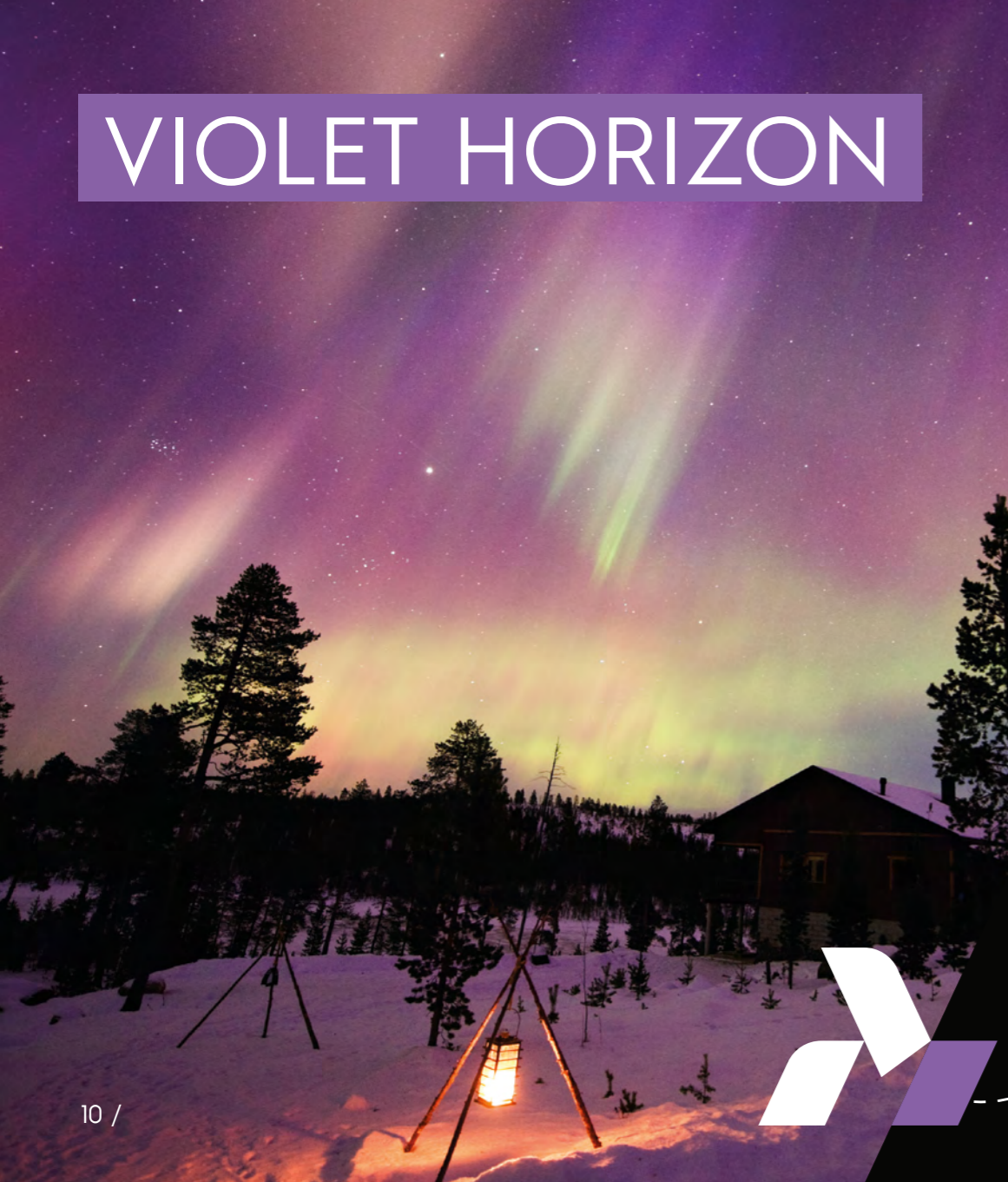
You will like

- its uniqueness on the abrasives market, guaranteeing real differentiation
- the warm, impactful effect of the coral version, elected colour of the year 2019
- the high-quality rendering on the top of the abrasive which, combined with a red resin, limits the visibility of early signs of wear



Outstanding

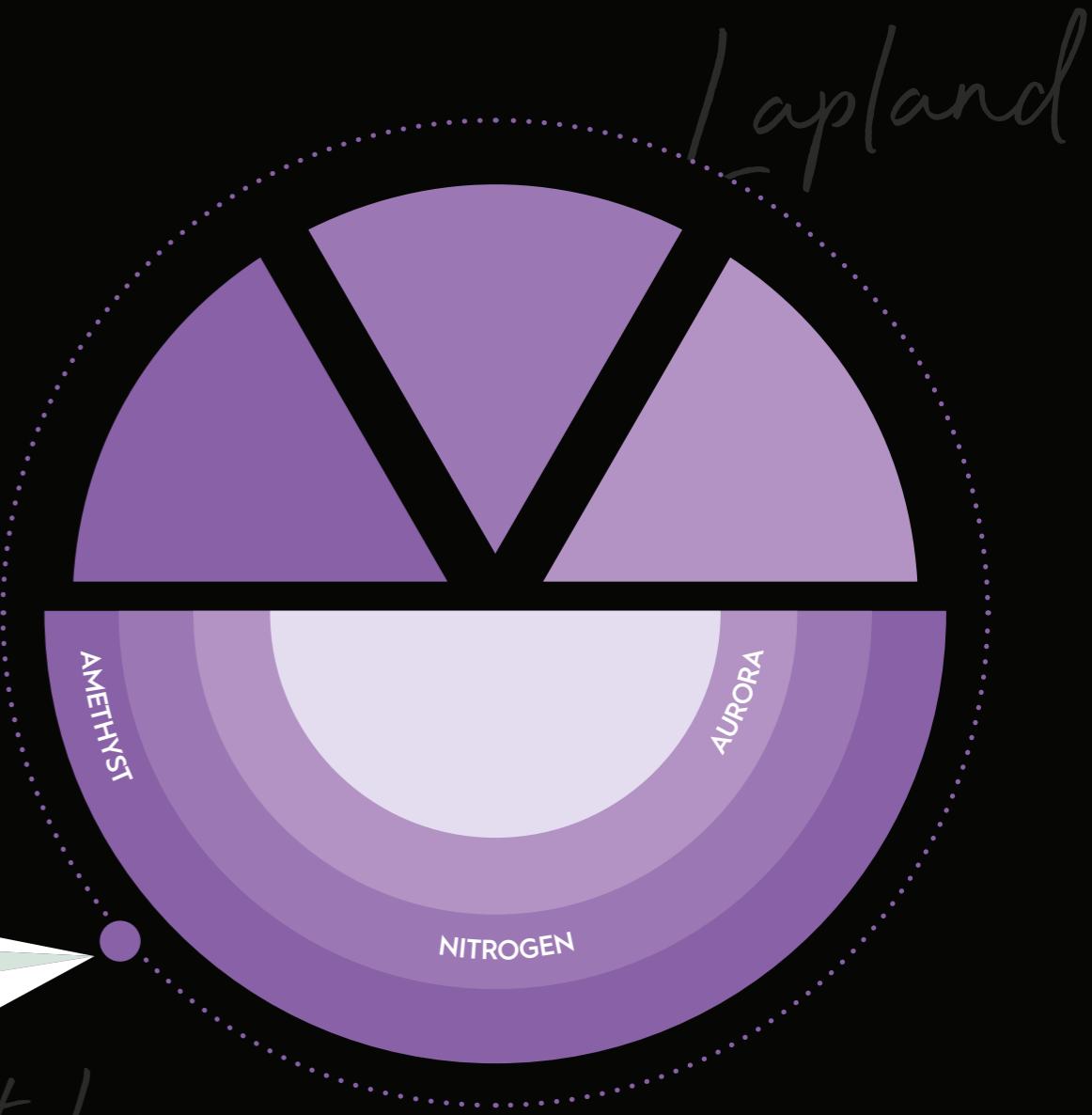
VIOLET HORIZON



How can one fail to be fascinated by these lights dancing in the sky with colours - including violet - that are almost unreal in their intensity? Like the **Aurora Borealis visible in Luosto (Finnish Lapland)**, this colour, adopted by Ahlstrom for its own graphic identity, is sure to be noticed and make a lasting impression.

You will like

- the brightness of this instantly striking colour, one that will really highlight your products
- its clarity, which increases the impact of black or dark printing
- its ability to reduce the visibility of the marks left by the sanding pad on the back of the abrasive



Eye-catching

YELLOW SPIRIT



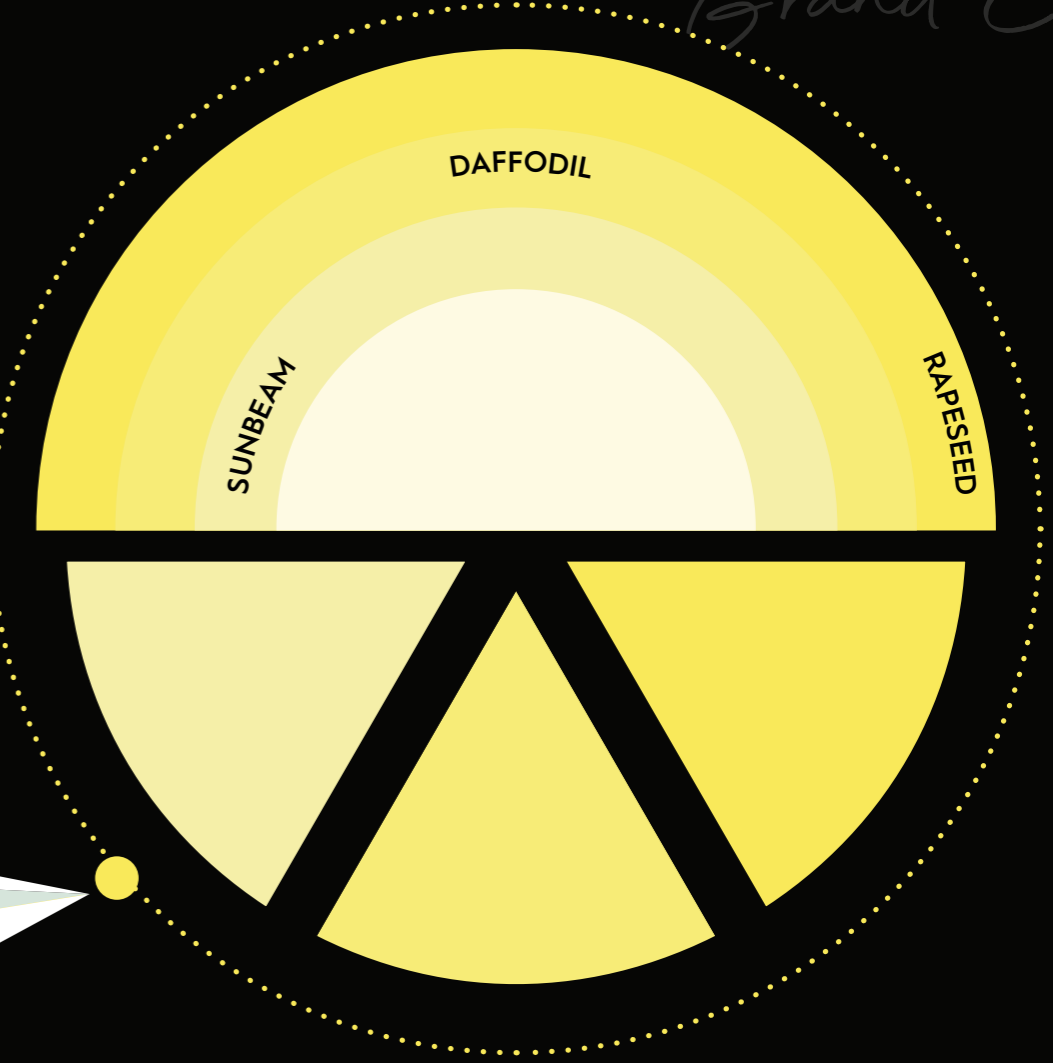
Grand Est



The East of France is home to some age-old know-how, including the art of paper making at Arches - and rapeseed cultivation. **In the Rhodes area, the fields of bright yellow rapeseed flowers can be seen for miles around.** This colour, the most luminous there is, is definitely recommended if you want to show how your abrasives shine thanks to their brilliant qualities!

You will like

- the brightness of this instantly striking colour, one that will really highlight your products
- its clarity, which increases the impact of black or dark printing
- its ability to enhance recognition and make a lasting mark on the market



Shine



BLACK IS BACK

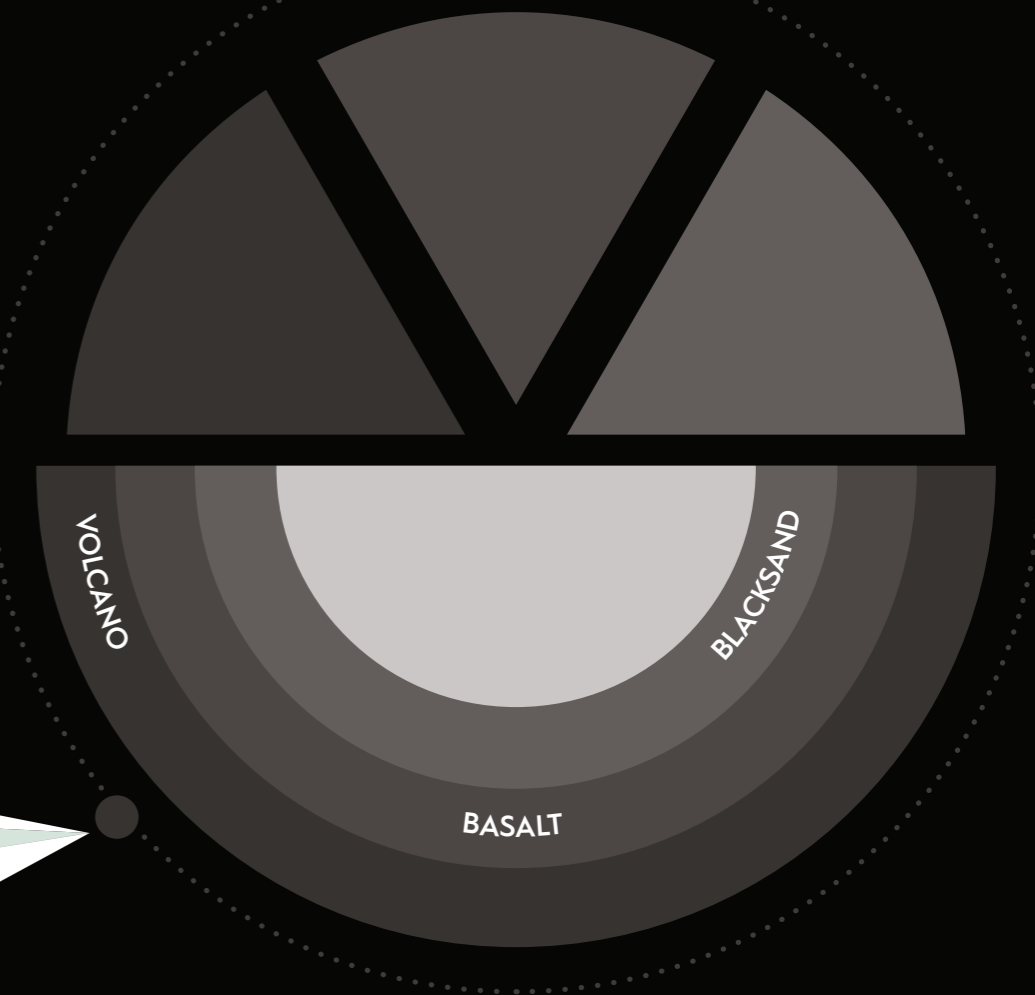


Costa Rica boasts some astonishing volcanic beaches, like those of the Corcovado national park, whose black sand forms a striking contrast with the blue of the Pacific Ocean and the white foam of the waves. Combined with a light shade, this colour is perfect to emphasise the distinctive nature of your products.

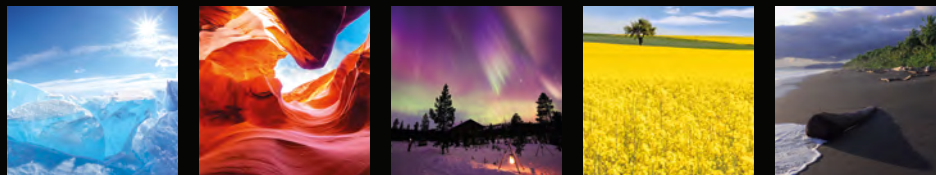
You will like

- the elegance of this colour, a symbol of excellence, ideal to combine with white to enhance its style and stand out above the standard
- the homogeneous, high-quality appearance it gives to the top of the abrasive when used with a black resin to limit the visibility of the first signs of wear
- its ability to reduce the visual impact of the marks left by the sanding pad on the back of the abrasive

Central America



Precious



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