

# Light-Up®

**Eco - Friendly  
Advertising Fabric**

- Sensational and innovative product
- Patented technology
- Illuminated full colour
- Fascinating effect
- Lights up in the dark
- Fabric can be 100% recycled for re-use

A new printing procedure has resulted in products like flags, banners, indoor banners/posters, displays and parasols enjoying extra illumination during dusk and darkness. The image will look normal during the day, but it completely comes to life at night time.



**Faber Flags Asia**

## The effect

- The colours have the properties of normal tints.
- Fluorescent properties.
- The optical result satisfies the requirements of conventional printed material during daylight. An illuminated image is created under the influence of UV blacklight.

## How it works

Fluorescent pigments are added to the inks, which results in the bright colours being particularly illuminated in the dark and under the influence of UV light. FaberVlaggen has acquired the exclusive rights to apply this procedure to textile. You will notice the warm colours shine very intensively and leave a fascinating impression.

## Additional information

With normal street and showroom lighting the entire surrounding area of the image is illuminated. Now only the printed area will be exclusively placed in the spotlight. In daylight the images printed LightUp will look completely "normal". The blacklight effects result in a completely new advertising stimulus which will come as a complete surprise to your customers. However, there does need to be a certain amount of yellow and/or red in the full colour image. These will be incorporated in the colour management before the printing process as strongly as possible, ensuring all the colours are completely unfolded. The result is a print which will become considerably more noticeable than any comparable medium from an illumination and optical perspective.

## Applications

- Inside and outside.
- On the street, catering establishments, shops, events, nightclubs.
- The possibilities are endless, as are the lighting alternatives.
- On textile: from poster to flag, from banner to parasol.

## Environmentally friendly

Our 100% polyester fabrics can be recycled for re-use in recycled polyester form. The dyes we use are water-based dyes, not solvent based (no VOC's) and do not contain any heavy metals or SVHC substances according to REACH regularitions.

