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PRESS INFO

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ChromaLuxe and Unisub host Live Dye-Sublimation Demos at FESPA 2017.

ChromaLuxe/Unisub Booth - Hall B5 – C50

Hamburg, May 8, 2017 – ChromaLuxe and Unisub have announced that they will exhibit their unparalleled solutions for durable, high definition dye-sublimation at FESPA this year. The company celebrates its fifth appearance at this premier event for print professionals, proving its commitment to this industry. Some top level photography from international artists will be displayed, and there will be a special area presenting their products in real life situations.

Being the world's leading manufacturer of substrates for high definition sublimation, Universal Woods is showcasing the brands ChromaLuxe and Unisub across the event. Aside from its own 120m² stand C50 in Hall B5, the company has products on display at a number of partner booths including Epson, Sawgrass Inks and Felix Schoeller.

On the stand visitors will experience ChromaLuxe's durability and extremely vibrant colors that last a lifetime. Last year, ChromaLuxe aluminum panels were tested without glass or UV protection by the Wilhelm institute and received a rating of 64 years; 3x better than standard silver halide photo paper behind glass.

Works from internationally acclaimed photographers André Wagner, Joris Luyten and Stephan Tuengler printed on ChromaLuxe HD Metal panels will be shown on the stand.

From the Unisub assortment, Universal Woods will show a wide variety of products for the décor and photo gift making industry. The products will be shown in real-life, in-situ environments: a hotel, a hospital and a home office.

Live sublimation demos are scheduled throughout the show.

Running from 8 to 12 May, at the Hamburg, FESPA attracts exhibitors from 130 countries. The show brings together the screen, digital and textile printing communities from across the world. Visitors are welcome to discover the gentle art of sublimation at the ChromaLuxe and Unisub stand in Hall B5 – C50.

About ChromaLuxe

ChromaLuxe is a global brand of premium print media, supplying high quality blank substrates for a variety of applications that require superb image quality and durability. All coatings and substrates are made in the USA with manufacturing and fabrication done in Louisville, KY. With additional locations in Belgium and Australia, ChromaLuxe is able to serve its global customer base and provide products to more than 80 countries. A new logistics center has just been opened in Dubai, UAE to better serve Middle East clients.

ChromaLuxe is an extension of the Universal Woods family, the world's leading manufacturer of hard surface sublimatable products and mezzanine decking. It is also a sister brand to Unisub, which provide the highest quality sublimatable custom products. To learn more about ChromaLuxe, please visit: www.chromaluxe.eu You may connect with ChromaLuxe on [Facebook](#) and [Instagram](#)

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