

Letter from the GM

Dear Readers,

Wow, what a great **Sign and graphics exhibition**, the latest edition of the show, has again proved without a doubt that Dubai is the hub in the Middle East for everything to do with the Sign and Graphics industry. The response has been overwhelmingly positive from visitors and participants alike. The scale and size of the exhibitors' stands were also note-worthy. The end of the show has further raised my spirits for 2011, it was a New Year celebration all over again; and everyone here at Blue Rhine is also looking to capitalize on the positive outlook from the market by improving our range, our service and adding more value to your business through more meaningful collaborations.

We launched four important new products to the visitors this year. The Zwaluw high tack and clear adhesives which will change the way signmakers and fabricators provide finished solutions. The Super Squeegee, a roller which allows anyone to apply promotional self-adhesive posters bubble free without any training. The Design Composite Stage and most importantly our new range of HEYTex coated and laminated products for the graphics industry.

I hope you had the chance to personally get familiar with these new products, if not, contact your sales representatives or a branch manager close to you today.

Best Regards,

Anand Joseph
General Manager
+971 50 4590268
anand@bluerhine.com



In this issue
Zwaluw High Tack and Clearfix - Gator Foam and Forex

Zwaluw High Tack and Clearfix



Zwaluw Glues are a high quality, strong one component adhesive with very high grip based on MS polymer. The product is odourless, neutral and free of silicone and isocyanides. After application the Zwaluw cures with atmospheric moisture to form a durable rubber seal.

Application

1. Gluing of panels, skirting boards, windowsills, stripes, thresholds, mirrors and isolating materials
2. In coach-work and metal connecting joints
3. Gluing of almost all materials, stone, wood, glass, acrylic. In general Zwaluw High Tack may be used, also without primer, to seal assemblies of glass, glazed surfaces, porcelain coated metal, epoxy and polyester panels, polystyrene, uPVC, stainless steel, anodised aluminium and finished wood. For porous surfaces like concrete we recommend to use a primer.

Elastic glueing of construction materials has gained a lot of popularity in the last few years. Compared to mechanical fixing, glueing gives a large number of advantages. Because of the surface being much bigger to glue, in most cases, a stronger end result is gained compared to screwing or nailing. In some cases, for example when installing plates to facades, one chooses out of esthetical consideration, for glueing. Elastic sealants have a filling capacity and are capable of catching vibrations and movement from the foundation and isolate noises that arise from this. Sealants are easy and without special tools to apply. In case of repair, it is often possible to separate the surfaces from each other, with a sharp knife, without damaging them.

In the case of vertical glueing, the materials often have to be supported or fixed with for example double-sided adhesive tap, till the sealant has cured. Zwaluw High Tack label, makes supporting of the glued parts in most cases, no longer necessary. Zwaluw High Tack adheres without primer on a large number of bases. Even in some cases, a moist base is not a problem anymore.

The chemists from Den Braven Sealants modified and tuned the product further to the wishes of the customers. Den Braven Sealants feels that this unique product deserves its own packaging and that's why is decided, that as from today, this strong as iron transparent sealant will be marketed as Zwaluw Clearfix.

Zwaluw Clearfix has a wide adhesion spectrum and adheres without primer on a large number of surfaces. That's why Zwaluw Clearfix can be applied for elastic glueing on all kinds of building materials, but can also serve as a joint sealant for connection joints. The product is isocyanate free and paintable with water based paints. A technical data sheet and safety data sheet are available and can be sent to you on request.

Technical Specifications

Packaging:

Cartridges 290 ml. 12 per box.

Shelf life:

In original, unopened packaging at temperatures between +5°C and +25°C, 9 months.

Color:

Clear and White, Other colors on special request

GATORFOAM® is an ideal material for signage, sales displays as well as for 3D applications due to its high level of stiffness, flatness as well as the wide range of thicknesses up to 25mm. The bright white surface provides excellent printing results and a high colour quality. **GATORFOAM®** is the first choice for photo mounting, signage, lettering and decorative applications.

5 good reasons to choose **GATORFOAM®**

1. **GATORFOAM®** provides excellent stability, stiffness and evenness in different thicknesses up to 25mm.
2. The rigid **GATORFOAM®** polystyrene foam core allows enhanced dimensional stability without any weight increase.
3. The bright white surface is optimized for direct-to-substrate digital printing applications and emphasises high picture quality.
4. Additional visual depth can be achieved for 3D applications by using boards in thick formats such as 25mm.
5. Ideal for indoor signage applications, exhibition stand design, sales displays (POS/POP), photo mounting, cutting out of letters and logos.

Now Available with Blue Rhine

Color - **White**

Thickness - **10 mm and 25 mm**

Dimensions - **1220 mm x 2440 mm**

FOREX® classic

FOREX® classic is the No. 1 sheet in the FOREX® product family with the best mechanical properties and a top-grade surface quality. The fine, closed, homogenous cell structure and the smooth, silky mat surface make FOREX® classic an ideal material for high quality, longer-term interior and exterior applications. FOREX® classic can be applied in all the areas of visual communication, particularly for sign-making, for exhibition stands and shop fitting, as POS/POP displays and also for interior design. FOREX® classic sheets can be fabricated mechanically without any problem and can also be thermoformed for three-dimensional applications. FOREX® classic sheets are also suitable as a printing substrate for the most varying printing techniques and for laminating.

At a glance:

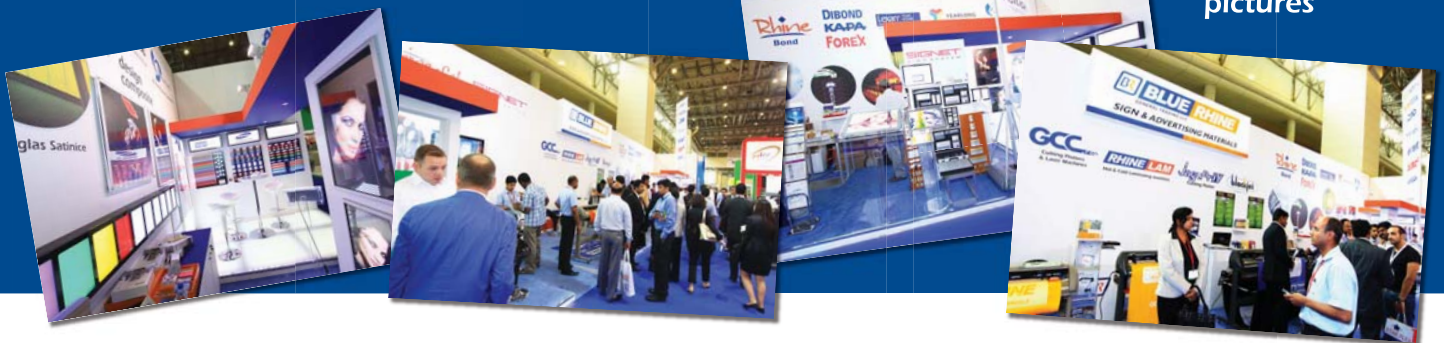
- Universal sheet for all display applications
- Optimum mechanical properties and surface quality Hard-wearing surface
- Robust sheet suitable for longer-term interior and exterior applications
- Excellent printing and laminating properties
- Simple, mechanical processing using standard tools for processing wood and plastics
- Three-dimensional forming using cold/hot bending and thermoforming
- Sheet can be used for structural applications
- Original Forex Classic made in Germany now Available with Blue Rhine.

Color – **White**

Thickness – **1 mm, 2mm, 3mm, 4mm, 5mm**

Dimensions – **1220 mm x 2440 mm**

Exhibition pictures



Head Office / Showroom:

P.O. Box No: 27402,
Dubai, UAE
Tel: + 971-4-2664647,
Fax: + 971-4-2628853
E mail: sales@bluerhine.com
www.bluerhine.com

Branches:

Deira
Jebel Ali
Al Quoz
Ajman
Abu Dhabi
Saudi Arabia
Bangalore, India

Tel: + 971-4-2972926
Tel: + 971-4-8857599
Tel: + 971-4-3284442
Tel: + 971-6-7484266
Tel: + 971-2-5516320
Tel: + 966-1-2920861
Tel: + 91-80-41496767

Fax: + 971-4-2659075
Fax: + 971-4-8857598
Fax: + 971-4-3284170
Fax: + 971-6-7484267
Fax: + 971-2-5516321
Fax: + 966-1-2060023
www.rhinepolymers.com

saiju@bluerhine.com
shashi@bluerhine.com
shyam@bluerhine.com
joy@bluerhine.com
satyan@bluerhine.com
gulfsparrows@bluerhine.com
rhinepolymers@gmail.com