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FOR IMMEDIATE RELEASE



FDC Graphic Films, Inc. launched two new floor films to its offering of Lumina® Digital Print Media. [from left to right] Lumina® 7251 Smooth Tile Floor Film and Lumina® 7279 Carpet Floor Film.

FDC Graphic Films, Inc. Introduces Two New Lumina® Floor Films

SOUTH BEND, Ind. (July 14, 2020) — FDC Graphic Films, Inc. has launched two new floor films to its offering of Lumina® Digital Print Media. The two products are designed for short-term applications and are compatible with solvent, eco-solvent, UV curable, and screen print ink technologies.

Lumina® 7251 is a specially designed film with acrylic adhesive on a stay-flat liner for application to smooth tile and concrete interior surfaces.

Lumina® 7279 is a flexible vinyl constructed with a pressure-sensitive adhesive on a stay-flat liner that is suited for industrial carpets with a short nap and tight weave (as seen on tradeshow aisles for example) or tiles with a slightly textured surface.



Both floor films are for POP decals, social distancing graphics, short-term wayfinding signage, and are recommended to be used with Lumina® 7051 Anti-Skid Floor Laminate.

Distributors are eligible for an additional discount on the 7051 Series when they buy either the 7251 or 7279 Series with a roll of 7051 laminate in the same size configuration.

The introduction of this new film is part of FDC's new *recovery support program* launched on June 9 to help customers begin the road to recovery from the COVID-19 pandemic. Distributors can expect to receive weekly communications for special product launches and promotions through the week of July 14.

For more information, visit www.fdcfilms.com and search "7251," "7279," "7051," and "recovery support program."

ABOUT FDC GRAPHIC FILMS, INC.

Founded in 1988, FDC is one of the sign-making industry's leading converter and suppliers of sign vinyl films, digital media, overlaminates, banners, and heat transfer films with warehouses and converting facilities in both South Bend, Indiana and Reno, Nevada. The company markets, converts and distributes leading brands such as Lumina®, 3M, RTape, and ASLAN exclusively through distribution channels. FDC's 120 employees serve more than 1,000 customers in all 50 states and Canada. Learn more at www.fdcfilms.com.

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