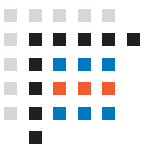




**SEFAR® Decovision**  
**SEFAR® Decoview**

For advertising with see-through appeal

**The smart substrate for advertising  
on transparent surfaces**



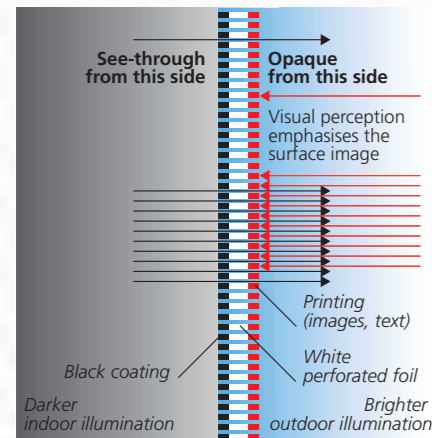
S E F A R

# New

## SEFAR® Decovision

### See-through advertising

Non-adhesive SEFAR® Decovision and adhesive-backed SEFAR® Decoview substrates are printable foils that are perforated for one-way transparency. Now, previously idle transparent surfaces can be put to work by carrying additional advertising. The printed foil can be applied on or behind windows, glass doors, and car windscreens, to name just some of the possibilities. The side facing the light becomes an advertising display that is see-through when viewed from the other side.



The one-way vision effect is the result of an optical phenomenon: The view from the inside looking out is transparent. Images and text printed on the foil are visible from the outside when looking in.

### The benefits at a glance

- Advertising on previously unused surfaces like display windows, glass doors, façades, vehicle windshields
- Does not obstruct the view looking out
- Attention-grabbing, thanks to the clever one-way vision effect
- Screens interiors from outside view, for security and privacy
- Reduced ingress of solar radiation limits heat build-up and UV exposure in rooms and vehicles

Non-adhesive SEFAR® Decovision is specially designed for temporary indoor use. It can be repeatedly applied and removed, which provides a great deal of flexibility at modest cost.

The ideal material for advertising on vehicle rear windscreens, decoration on trade show stands, as a room divider, or even for solar protection.

SEFAR® Decovision is available in two versions: Tear-proof Decovision® PET, and pleasing Decovision® Paper. Both versions are easily printable using all of the popular techniques like screen printing, digital and offset printing.

SEFAR® Decovision is extremely easy to use and dispenses with laborious fixing by professionals.



Above left: SEFAR® Decovision provides an elegant indoor screen. SEFAR® Decovision appears as a pale, transparent filter when viewed from the inside



Above: SEFAR® Decovision non-adhesive substrate combined with a simple assembly element: For low-cost yet effective advertising, for example on vehicle rear windscreens

It attaches without adhesive, using an easy applicator system. Anyone can do it.

SEFAR® Decovision affixes to the inside glass surface, so it is automatically protected from vandalism. And because it is not permanently attached, no official authorisation is necessary.

### SEFAR® Decovision The benefits at a glance

- For short-term advertising
- Reusable
- Simple, easily changed decoration in rooms, on window frontage, trade show stands, etc.
- Effortless to affix and remove without specialist labour
- For interior use, so no official authorisation necessary and no problems with vandalism
- Elegant, low-cost solution with strong aesthetic appeal
- High flexibility, reusability and straightforward handling make SEFAR® Decovision a sophisticated, yet economical substrate for advertising messages



### Simple mounting system

SEFAR® Decovision is easily affixed anywhere – on ceilings, glass surfaces, trade show stands, etc. No special knowledge required. Suitable attachments are available everywhere. Your Decovision and Decoview dealer will also be pleased to help.



### SEFAR® Decoview

SEFAR® Decoview is available in a whole range of coated or transparent foils, suitable for a wide variety of outdoor and indoor applications.

Experts can easily affix these self-adhesive or static cling foils to smooth surfaces like glass and plastic.

The substrate is adhesive from edge to edge. It is removable even after a long period in use, without damaging the surface below.



Above: SEFAR® Decoview affixed to the inside of window frontage provides a new advertising surface  
Left and below: SEFAR® Decoview in use on vehicles as a substrate for advertising, company logos, etc.



### SEFAR® Decoview The benefits at a glance

- Foils affix and remove easily leaving no adhesive residues, even after months in use
- SEFAR® Decoview Stat and SEFAR® Decoview Trans are vandal-proof when affixed to interior surfaces
- High-quality foil material is long-lasting and holds its shape very well
- Wide product range – the right material for every application

### Benefits for printers

- Easily processed using screen printing, digital and offset techniques
- Optimal printing quality and contrast, plus a very good view looking out from the interior
- The backing support is broader than the substrate, to allow full-bleed printing

### Sefar trump cards

- Guaranteed, with advice and support from Sefar and marketing partners
- Market-oriented, innovative range with detailed documentation

## The right product for every application

The wide product range gives full rein to your creativity.



### SEFAR® Decovision PET

- Stable polyester foil, strongly resistant to tearing
- Non-adhesive
- White printing side, black reverse
- For indoor use
- Multiple re-use possible
- Perforation diameter: 1.5 mm



### SEFAR® Decovision Paper

- Specially coated paper
- Non-adhesive
- White printing side, black reverse
- For indoor use
- Low-cost, sophisticated solution
- Perforation diameter: 1.25 mm, 1.5 mm



### SEFAR® Decoview

- Stable vinyl foil
- Self-adhesive
- White printing side, black reverse
- For long-lasting outdoor use
- Perforation diameter: 1.5 mm



### SEFAR® Decoview Eco

- Vinyl foil
- Self-adhesive
- White printing side, black reverse
- For temporary outdoor use
- Perforation diameter: 1.5 mm, 2.0 mm



### SEFAR® Decoview Trans

- Vinyl foil
- Self-adhesive
- Transparent
- For indoor use
- Accepts mirror-image printing
- Perforation diameter: 1.5 mm



### SEFAR® Decoview Stat

- Vinyl foil
- Attaches by electrostatic cling, easily removed and re-applied
- Transparent
- For short to medium-term indoor use
- Accepts mirror-image printing
- Perforation diameter: 1.5 mm

## Be Safe. Be Sefar.

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