



Fascia
Graphics
LIMITED



Press Release

LATEST RESEARCH PREDICTS GROWTH IN SUPERBUG PROOF OVERLAYS AND MEMBRANES

Fascia Graphics research across the medical industry finds that Superbug proof overlays and membranes are one of the biggest developments in the medical device sector for 10 years...

Fascia Graphics research released today (28th September 2007) has found that whilst the majority of medical equipment manufacturers (88 per cent) feel that awareness is low to Superbug proof graphic overlays and membrane keypads; all of them see it as the biggest development in the sector in the last 10 years. The survey also found that nearly two thirds (63 per cent) of those surveyed expect this product to be used across the entire industry as awareness is raised.

The research conducted by Fascia Graphics, the market leader for the production of membrane keypads in the printed graphics industry surveyed 50 companies working within the medical equipment manufacturing sector. The research also found that almost all (88 per cent) see protection from Superbugs as a major issue for customers, with MRSA continuing to be their biggest threat.

Fascia Graphics has been working with MacDermid Autotype since 2005 to provide graphic overlays and membrane keypads that inhibit the growth of potentially harmful bacteria, mould and mildew. Called Autotex AM with Microban antimicrobial protection, this unique substrate has been specially designed by MacDermid Autotype for any hygiene critical surface application, where preventing the growth and spread of bacteria is essential.

Paul Bennett, Founder and Managing Director of Fascia Graphics commented: "Our research demonstrates that although awareness to this material is low at present, there is potentially a significant future demand from the medical equipment industry. With issues of cleanliness and hygiene of paramount importance to electronic equipment manufacturers serving the medical sector, we are predicting further growth in this market."

More...

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Autotex AM with Microban allows Fascia Graphics to provide medical equipment manufacturers with graphic overlays and membrane keypads which incorporate built-in Microban® Antimicrobial protection. Microban® Antimicrobial technology is incorporated into the Autotex textured hard coat during the manufacturing process, ensuring an even distribution of the antimicrobial agent throughout the texture and film surface. This effectively guarantees surface protection throughout the lifetime of the product. Hygiene Critical Applications that will benefit from this unique new product include membrane switches, fascia panels, wall coverings, shelf covers and worktops.

-ENDS-

Fascia Graphics

Established in 1994, Fascia Graphics Limited is a privately owned company based in Chippenham, Wiltshire. The company utilises the latest technologies and techniques for the manufacture of membrane keypads, overlays, labels and associated products to BS EN ISO 9001:2000 quality standards. The company works with leading players in the medical, fire and safety industry.

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