

News Release
29. January 2016

MediaCard goes VivaCard®

From January 2016, Feldmuehle Uetersen's SBS board, formerly known as *MediaCard*, will be produced and marketed under the new brand name *VivaCard*. The name change does not imply any changes in the renowned quality and the specifications of the board. It is just another step in the company's path towards greater independence and a new strategic orientation.

VivaCard is ideal for a wide range of packaging and graphical applications. The board distinguishes itself through its satin surface and high whiteness. Another outstanding feature is its delta gloss, meaning the gloss difference between varnished and unvarnished surfaces. This helps to effectively differentiate products at the point of sale. *VivaCard C1S* and *C2S* are available in basis weights from 200 to 330 g/m².

Visit Feldmuehle Uetersen at the drupa fair 2016 in Düsseldorf, Germany, stand F21, hall 4. Detailed product information can be found on the website feldmuehle-uetersen.com

Picture:

VivaCard for folding boxes with brilliant graphics

