



## **DIGITALLY PRINTED WALLPAPER STARS ON TV**

***Landor Phototex self-adhesive printable wall fabric featured on 'The Gadget Show' in shoot out with conventional wallpaper***

When Landor Phototex, the digitally printable self-adhesive fabric, recently starred on The Gadget Show (Channel 5, 22<sup>nd</sup> November 2010) in a DIY shootout comparing traditional wallpaper with digitally printed wallpaper, Derric Landor was blown away by the response: "Since the show was aired we've had hundreds of people asking for home murals."

**Tommy Walsh, the DIY celebrity, faced the challenge with conventional wallpaper and paste against the show's presenter Suzi Perry putting up a Landor Phototex mural printed easily and quickly on an Epson 11880 inkjet printer.**

The Gadget Show was looking for a new, innovative DIY product that would compete against traditional wallpaper methods. Landor Phototex not only is an easy to apply self-adhesive, product but also allows consumers to choose their own photos, images or designs for home. It is also ideal for a variety of industrial applications, posters, stickers, advertising, fine art, cut outs, interior décor, office and retail interiors. It can be printed by all known inkjet technologies, and is already being widely used on water based, solvent, latex, eco-solvent and UV inkjet as well as laser, offset litho, and digital presses in all small and wide formats, sheets and rolls.

Derric Landor, Landor Managing Director, says "Phototex unique and patented adhesive combined with its high quality fabric texture makes it ideal and easy for anyone to apply, position, remove or re position a small or large graphic, walls, doors, indoor and outdoor without the usual difficulties attributed to the more common and lesser eco-friendly vinyl's in the market today. Added to this its soft furnishing, stable fabric opens up the doors of creativity and opportunity for printers, retailers, home users and the corporate sector to improve the quality of advertising as well as the comfort of visual and art imaging in the home. Phototex can easily be used also for cutting out decals, personalising photos and signs quickly and simply"

Landor is the international distributor for most markets outside the USA including the UK, Ireland, Europe, and South Africa and the middle East.



### **For more information:**

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