



Why Leading Flooring Companies Choose kp Print and Wear Layer Films

Why Choose Us

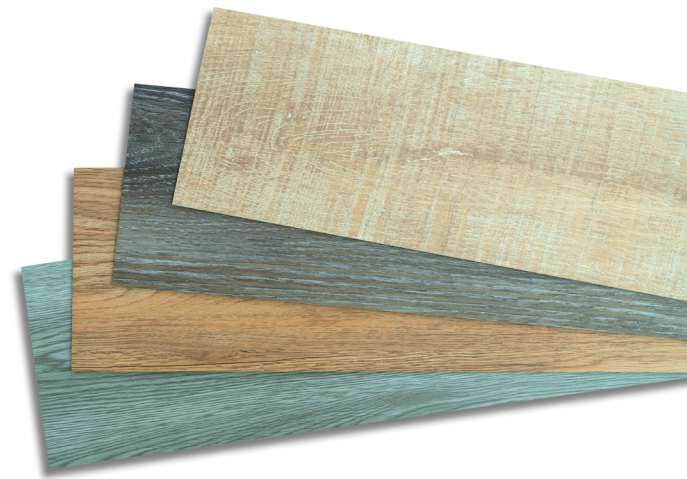
Recent in-depth studies have highlighted how kp's print and wear layer flooring films stand out against leading competitors worldwide. The results clearly demonstrate why more flooring brands are turning to kp films for enhanced performance and aesthetic appeal.

Print Layer Highlights

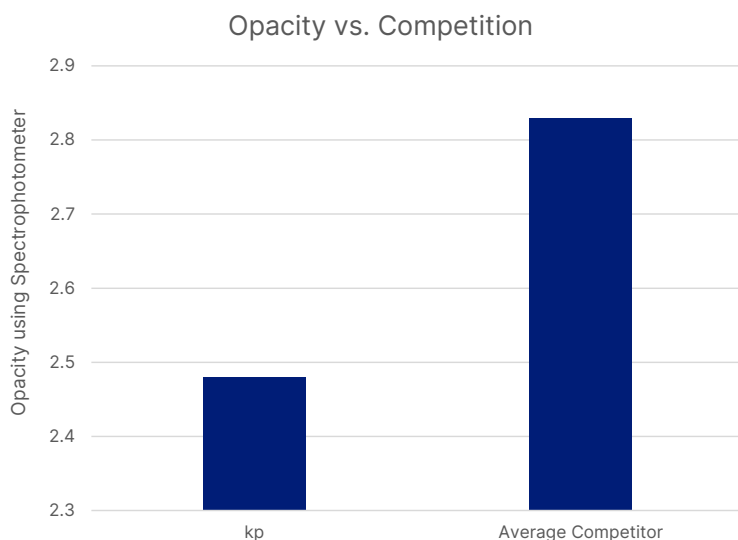
Our print layer film offers multiple advantages, including plasticizer-free construction, vibrant whiteness, industry-leading UV and lightfastness, and minimal shrinkage tailored to flooring production needs.

Here are some key benefits:

- **Enhanced Printability:** kp's print layer film features a dyne level that is 12.5% higher than that of competitors. This advantage could be further enhanced with your printer's corona treatment, resulting in superior print quality during production.



- **Greater Opacity and Clarity:** Our film is 14% more opaque with fewer gels than competitive products, providing a smoother surface for printing. This opacity allows for more vibrant and precise designs, enhancing your flooring's visual appeal. (Reference Graph 1)



Graph 1: Opacity testing using a Spectrophotometer. The higher the value, the lower the opacity.

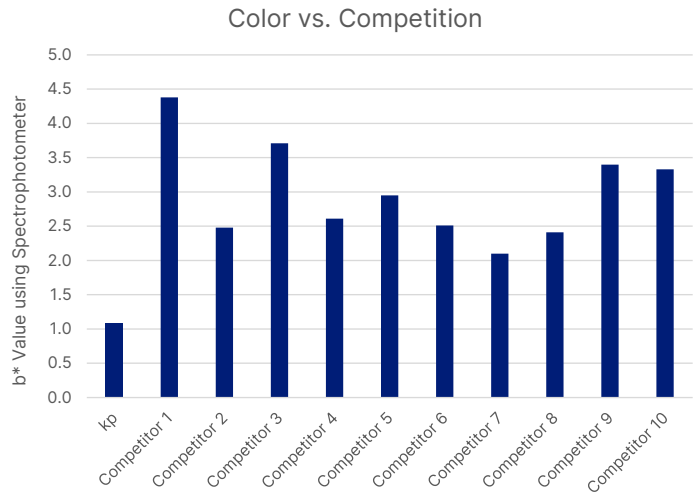
Wear Layer Advantages

In addition to being free of plasticizers, our wear layer film stands out for its durability and surface performance.

Here's how kp wear layers can enhance your flooring products:

- Improved Clarity: kp's wear layer film is 75% less yellow than competing products, offering clearer transparency that allows your designs to shine through as intended, becoming the focal point. (Reference Graph 2)

- Reduced Shrinkage: Achieve up to 10% less shrinkage in the machine direction and nearly zero shrinkage in the transverse direction—significantly outperforming competitors, who experience up to 6% shrinkage. This results in improved finished product stability and reduces the risk of customer claims.



Graph 2: Color testing using a Spectrophotometer. B* value is given in graph. The higher the number the more yellow the film will be and the lower the number the more blue the film will appear.



Cost-Saving Benefits

By reducing defects and enhancing printability, kp films can lower your production costs:

- Lower Defect Rate: Improved square footage output for printers and converters.
- Higher Yield: Fewer print defects result in greater usable square footage for flooring manufacturers.

The kp Advantage

With kp print and wear layer films, your production benefits from fewer plank rejections and more vibrant final products. We'd be delighted to provide samples and discuss how kp can support your business goals.

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