

Press release

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RATHGEBER launches FLEXXLINE

Decorative PU badges for textiles

FLEXXLINE is a new product launched by German-based RATHGEBER, the label specialists, to meet top-of-the-line demands in terms of aesthetics, feel, durability, skin tolerability and environmental conservation. Ultra-fine contours, extremely fine surface textures and bright colours make FLEXXLINE badges sophisticated eye-catching features on all kinds of textiles – from sport jerseys to workwear, car seats, suitcases or merchandising products.

The new polyurethane (PU) PVC-free labels are ISO-certified and retain their shape and colour even after many machine washes. Thanks to their transfer behaviour, they adhere in an instant to a diverse array of textile surfaces. "In addition to our labelling solutions for rigid surfaces, we now offer a flexible product that works with nearly all textile applications", explains Andreas Schräggle, third-generation Managing Director of the RATHGEBER Group. "FLEXXLINE badges are not just higher-quality and more durable than conventional PVC, but are also tolerated better by the skin and conserve environmental resources. They look more modern and delicate than embroidered badges, and are also much flatter and more flexible."

A wealth of applications – and not just in sport

The uses of FLEXXLINE are just as diverse as their design possibilities – whether for technical and automotive textiles, sports and fan jerseys, workwear and trade fair clothing or merchandising textiles of all kinds. The flexible badges are even eye-catching on furniture and rugs, suitcases, bags and accessories, clearly making the products stand out. The ultimate in precision – easy to use

The young talented players in the Grünwald Football Academy and Munich International Soccer Academy have been testing jerseys with FLEXXLINE badges for some months: "The logos not only look great, but are durable and true-to-colour," Managing Director and Coach Kai Oswald explains with delight. "What's more, they don't scratch and are not harmful to a person's health nor the environment."

The ultimate in precision – easy to use

RATHGEBER cuts individual shapes out of the 0.5 to 0.7 mm thin, flexible PU material to the customer's precise specification. Ultra-fine lines and dots lend the designs their three-dimensional effect. Even complex badges ranging from 5 mm to a maximum of 300 cm² can be created with precision and faithfulness to detail, thanks to the use of state-of-the-art technologies. Finally RATHGEBER prints the badge using paints in the desired RAL, HKS or Pantone shades.

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Applying the finished FLEXXLINE badges to the fabric is simple: FLEXXLINE badges are pressed onto the fabric from above for around 30 to 45 seconds at medium pressure at a temperature of 140 to 150 degrees Celsius, permanently connecting the hot-melt layer to the carrier fabric. A silicone film protects the surface of the badge during the pressing process.

The badges are resistant to washing according to ISO 105-C06 and are resistant to washing and drying according to ISO 6330.

About RATHGEBER

The RATHGEBER Group has been producing promotional and technical labelling solutions for companies in the industrial, retail and service sectors for nearly 70 years and is now owned and managed by the third generation of the family. The diversity of the portfolio and the company's innovative prowess are what make it unique. This makes RATHGEBER a one-stop shop for its customers. RATHGEBER also offers comprehensive and no-obligation professional advice at customers' premises. RATHGEBER is one of Europe's leading companies with plants in Germany and the Czech Republic, over 9,000 square metres of production facilities and over 300 employees. Find more information at www.rathgeber.eu.

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