

Sensory

Unique soft-to-touch polyester film

 Autotex
softtouch

 **MacDermid Enthone**
INDUSTRIAL SOLUTIONS

Since introducing Autotex® 20 years ago, a soft touch finish has always been at the top of our development wish list. Now thanks to new unique chemistry MacDermid Autotype is introducing the first soft-to-touch polyester film specifically designed for the membrane touch switch market.

With its unique chemistry, Autotex® Softouch brings greater creative possibilities for MTS manufacturers and designers. Its distinctive soft-to-touch silky texture is incredibly tactile yet robust and still delivers exceptional resistance to a wide range of chemicals, solvents, surface wear, and abrasion.

Although designed for the MTS market the breadth of application lies with your creativity. Its brand new flat matt surface, superior optical window quality, the like of which has never been seen before and its highly flexible properties make Autotex® Softouch an excellent addition to our existing range of specialist coated films.

Autotex® Softouch, where can you take it?

The logo features a blue teardrop icon on the left. To its right, the word "Autotex" is written in a small, light blue sans-serif font, and the word "softtouch" is written in a larger, bold, blue sans-serif font below it.

Autotex
softtouch

A large, dark blue teardrop shape containing the word "sample" in white, lowercase, sans-serif font.

sample

Innovation : Broadening your choice

PRODUCT RANGE

Product Name	Gauge	Ink Primer	
Autotex Softouch	ST150L	150 micron	solvent inks
Autotex Softouch	ST200L	200 micron	solvent inks

APPLICATIONS

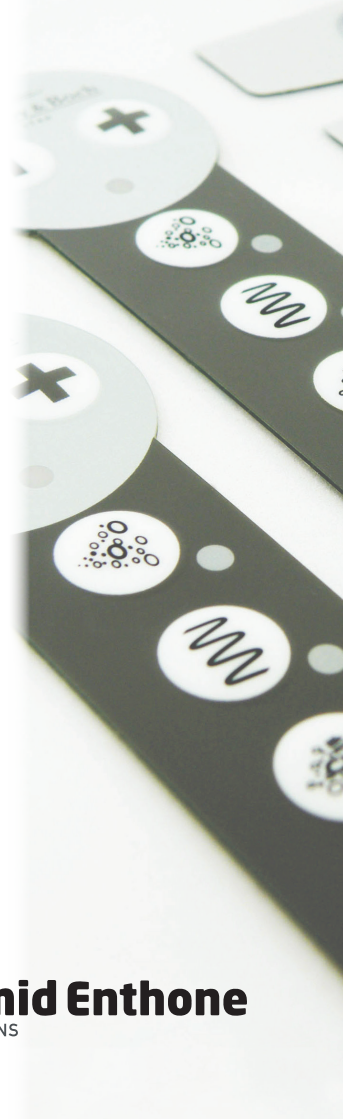
Membrane switch overlays
Nameplates
Labels / Product marking
Fascia panels

Autotex Softouch offers MTS manufacturers and designers:

- A unique soft-to-touch textured film
- Ability to create display areas with almost glass like clarity using Windotex™
- Broadens the range of surface finishes for the ever changing demands of today's market
- An alternative solution for creating an elastic feel for a range of switch technologies

Suitable for a wide range of surface applications, the key benefits include:

- Silky, soft, tactile finish
- Exceptional optical clarity of printed display windows
- Fully embossable to create highly tactile switches
- Scratch and abrasion resistant
- Solvent and chemical resistant



AUTOTEX SOFTOUCH PRODUCT RANGE

Autotex Softouch	Autotex Fine	Autotex Velvet	Autotex Touch	Autotex Steel	Autoflex Antiglare	Autoflex Gloss	Primer/Feature
Autotex Softouch ST150L	Autotex F150	Autotex V150	Autotex T150	Autotex S150	Autoflex EB A130L	Autoflex EB G130L	Solvent screen printing and UV curable digital ink
Autotex Softouch ST200L	Autotex F200	Autotex V200	Autotex T200	Autotex S200	Autoflex EB A180L	Autoflex EB G180L	
---	Autotex F280	Autotex V280	Autotex T280	---	Autoflex EB A250L	Autoflex EB G250L	
---	Autotex F157	Autotex V157	Autotex T157	Autotex S157	Autoflex EB A137L	Autoflex EB G137L	UV curable and Solvent screen printing ink
---	Autotex F207	Autotex V207	Autotex T207	Autotex S207	Autoflex EB A187L	Autoflex EB G187L	
---	Autotex XE F150	Autotex XE V150	---	---	---	---	Solvent screen printing and UV curable digital ink For outdoor applications
---	Autotex XE F200	Autotex XE V200	---	---	---	---	
---	---	Autotex XE V157	---	---	---	---	UV curable and Solvent screen printing ink For outdoor applications
---	Autotex XE F207	Autotex XE V207	---	---	---	---	
---	Autotex AM F157L	---	---	---	---	---	UV curable and Solvent screen printing ink Antimicrobial protection
---	Autotex AM F207L	---	---	---	---	---	



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Hard Coated Overlay Films

Autotex® Softouch is the new addition to the Autotex® product family. Please see above for the full product range of hard coated overlay films.
 For further information please contact: industrialfilms@macdermidenthone.com

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