

# FOCUS ON PHOTO TEX

## LAUNCHING THE SELF-ADHESIVE FABRIC REVOLUTION!

**Every so often a new product hits the market that changes the industry.** In this case, Photo Tex, a self-adhesive fabric, came on the scene in 2004 and ignited a revolution in the peel and stick sign arena. At this point, only vinyl was in the market for this type of application but always had some shortcomings. Starting with just one roll found on an import/export website, Walter Gierlach Jr. now needs to stock the material in a 20,000 sq. ft. facility in Boardman, Ohio. It is now distributed with a worldwide dealer network. Sales have grown for 11 straight years.

"I had no idea what it was when I first got my hands on it, I just knew it was a cool material to put on and off the wall over and over again without any damage to painted walls," Gierlach says. "After selling a few rolls, the phone started ringing, telling me that there was nothing in the sign industry with the characteristics like this material.

"Inkjet printers were telling me how easy the material was to install, reposition, remove and re-install if needed and there was no ending to the adhesive qualities. So I boarded a plane and headed to the factory in South Korea and signed a one-year contract for the United States rights to the material and purchased my first container outright. I had to put a second mortgage on our house to acquire the material. Yes, I was a nervous. But we sold that container in the first month, and the rest is history."

### **So what makes Photo Tex material so special?**

"We came to find that the fabric does not shrink, curl, rip or wrinkle in almost any weather or temperature

change," Gierlach says. "You can bleed to the edges so you do not have to leave a border. The fact that the material is non-toxic and green also goes along way. But we loved that Photo Tex does not leave residue or peel the paint upon removal even after months of hanging on the walls."

Photo Tex now holds two U.S. patents and is sold worldwide through Gierlach's Company Photo Tex Group Inc. The secrets are in the special sauce – the way the "adhesive" is cured to the fabric.

"Our adhesive arrives fully cured so the adhesive does not weaken or strength over time," Gierlach says. "We have had installs removed after 10 years of application with no issues. No one to our knowledge can claim this. But what is unique about Photo Tex is that the Photo Tex Group only markets Photo Tex. We concentrate all of our efforts day in and day out on one product. Photo Tex Group Inc. has now gained a lifetime exclusivity contract for all the Americas, Europe and Australia. We focus on taking care of our dealers and their customers." Gierlach explains that they test every batch as soon as it comes in and they take care of any issues immediately to maintain excellent customer service.

Over the years Photo Tex has expended its original material to other versions that can be printed now on any inkjet printer, lithographic presses or DI equipment as they stock many different roll sizes ranging from 13"

up to 60" wide and sheets up to 25"x38". Photo Tex comes in a Water Base/UV/Latex with the original name Photo Tex. Now there is a Solvent/UV/Latex version called Photo Tex (S). A new opaque/block-out version for the Water Base/UV/Latex inks branded Photo Tex – OPA (solvent OPAS due out this summer) and a new 50 percent stronger adhesive for permanent installs and textured walls branded as Photo Tex (EX and EXS). All the material can be used indoors and outdoors, but Gierlach recommends liquid lamination or clear coating when using solvent or latex inks outside. You can kiss-cut/contour the material, which is used in many sporting and home décor applications. Photo Tex has started to enter into the wallpaper business due to the ease of installation, which was featured in a DIY episode. "There are many claims these days of similar materials, but our patents may prove to be the difference than all the rest," Gierlach says. "Being specialists with a sole source product goes a long way with this group's focus."



**Photo Tex™ Group, Inc.**  
Peel & Stick Removable Fabric Material

### **For a free sample of Photo Tex,**

email [walterjr@phototexgroup.com](mailto:walterjr@phototexgroup.com) or visit their website at [www.phototexgroup.com](http://www.phototexgroup.com). The website explains all the different versions, roll sizes, install videos, technical information and live installs.

### **Photo Tex Group Inc. boasts an impressive list of who's who:**

Super Bowls, Pro Bowls, college bowl games, NASCAR, NHL, NBA, Macy's, JCP, Victoria's Secret, Miller-Coors, Anheuser-Busch along with many casinos, main events, hotels, malls, offices and home décor installs.