

Fast, convenient and clean

Stafix Ltd's polypropylene film adheres to any surface without the need for adhesives. The film can be used in place of paper posters and stickers.

By Pia Tervoja Photo by Petteri Kivimäki

What do a shopping centre campaign, exhibition event and new product launch have in common? All of them involve a lot of advertising materials that have to be fixed in place – a job that takes time and costs money.

Stafix Ltd's innovation is a polypropylene film which can be used in place of conventional paper posters and stickers with their paper backing and adhesive surface. Thanks to its static charge the film adheres quickly and easily to almost any surface. And it can be removed just as easily.

The film will remain attached for 3–6 months due to its static charge, and may remain attached for even longer if it is not repositioned.

"Stafix film can be printed to the same quality standards as paper, and it is completely adhesive-free. Stafix film is also more versatile and cost-effective than ordinary stickers", says José Ayala, Managing Director of Stafix.

International team behind the company

Stafix film originated as a result of product development undertaken by Emfit Oy and VTT (Technical Research Centre of Finland). José Ayala realized the potential for Stafix® film while he was studying international

business and doing his thesis for Emfit.

"I saw a lot of potential for the product, so I acquired the business idea and founded my own company. The same business premises house all the operations, including charging, printing and cutting. Our core competence is our Stafix® film, which we use to manufacture innovative advertising solutions for our clients."

Window manufacturers are an important target group

Stafix has five employees who represent five different nationalities. Ayala is from Ecuador and the other team members are from Finland, Spain, Germany and France. The members of the team have good contacts with their former homelands, and the company will be able to utilize these contacts in the future.

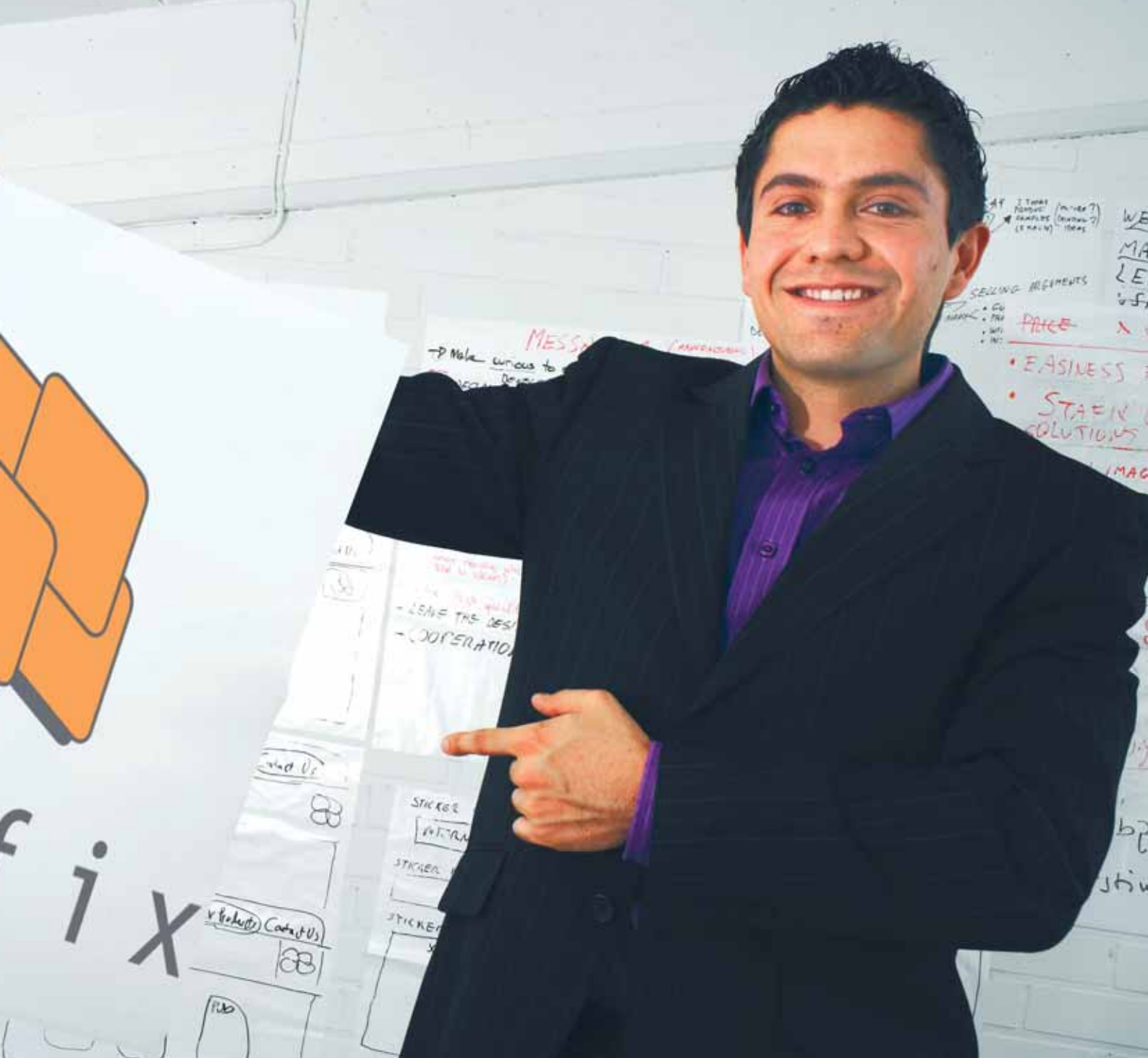
"At the moment our main market area is Finland. I believe that we'll be entering the European market this year because demand already exists in the market and we are ready with our international team."

Window manufacturers, who previously used stickers on their windows, represent a major customer group in the domestic market.

"It's not very pleasant for the end users if they have to clean residue,



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“Thanks to its static charge the film adheres quickly and easily to any surface”, says José Ayala.

left by conventional stickers, off their windows. Logos printed on Stafix film are easy to remove.”

The company’s strategy is to become the market leader in selected niche markets, and to establish itself as the leading supplier of material for the wild postings used in guerrilla marketing campaigns. The idea of guerrilla marketing is to capture the consumer’s attention for a moment in an unexpected place.

“Using Stafix® stickers that can be removed quickly is a slightly more friendly way of conducting guerrilla

marketing. We are trying to develop a printing method which would enable us to cost effectively produce small series.”

Applying for Green Office certificate

Environmental responsibility is an important value for Stafix. The Stafix® film is recyclable and does not release toxic fumes when incinerated. Furthermore, its use does not result in paper or adhesive waste to pollute the environment. Future plans include further product development

to make Stafix® even more environmentally friendly.

Stafix has also become the first company in Central Finland to apply for the World Wildlife Fund’s Green Office environmental certificate.

“We want our pro-environmental values to be visible in the day-to-day running of our office. The changes don’t have to be very radical. In practice it’s a question of recycling and saving energy. We just need to think how we can save money by helping to preserve the environment”, José Ayala states. ●