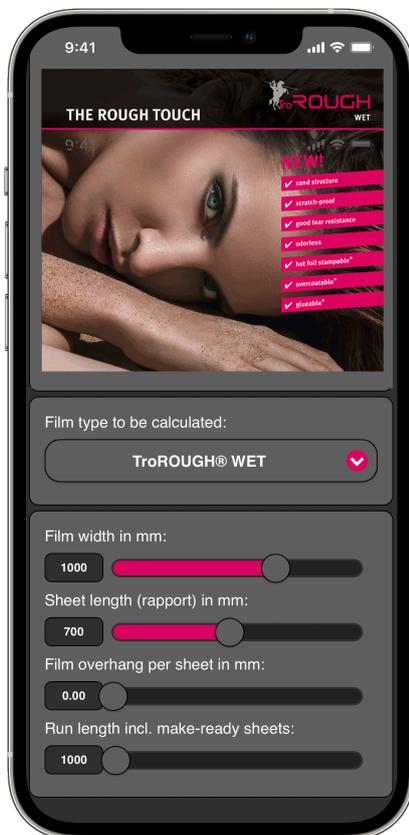


Press release - for immediate publication

## TroFilms GmbH brings its own service app to the stores

**Georgensgmünd, 24 March 2021** – TroFilms GmbH, based in Georgensgmünd, Germany, a medium-sized and globally operating specialist for high-quality special laminating films for the graphic arts and industrial laminating industries, has developed a comprehensive service app.



This app is intended to simplify the order-specific selection of suitable films from the extensive overall programme of TroFilms GmbH, the order-based calculation of the films, as well as the communication with the company regarding enquiries and service requests for customers, interested parties and the company's worldwide sales partners.

The app is designed in such a way that a film finder can be used to search for suitable films based on their technical properties and features. Furthermore, a comprehensive product catalogue is included, which contains all films together with their technical data and processing parameters. The corresponding data sheets are also available for download here.

The central heart of the app is a powerful product calculator that allows users to easily compute all order-relevant parameters. These results can then be expanded, if desired, to include additional job-relevant information on the printing processes used and the planned further finishing steps for technical support. The app thus guides the user, on request, from the film search via technical background information on the selected film and the calculation process of all relevant parameters to the process-optimised quotation or support request to the company.

The company has designed this app in such a way that it complies with all GDPR requirements and does not collect or use any personal data without the user explicitly wanting this - e.g. in the case of an enquiry or contact. For example, personal data, such as the user's address data, is stored for reuse in order to improve usability. However, this storage process takes place exclusively locally on the user's end device and not in a cloud. Even in the design of the contact interface, the company has deliberately refrained from automatically sending requests to protect its users and works with pre-filled emails that are opened in the app user's standard mail client, where they can be checked or changed by the user before sending. Thus, the user of the TroFilms app has full control over all his or her data without compromising on the usability and handling of the app, even in the case of frequent requests.

Ralf Troyer, Managing Director of TroFilms GmbH, on the new TroFilms app: *"We noticed that the progressive expansion of our film range made it increasingly difficult for our customers to select suitable films based on their order parameters. Today, we no longer have two or four films, as we did when the company was founded, but currently offer 27 different standard films. And more are added every year. Therefore, we decided to accommodate our customers, interested parties and sales partners by making intelligent use of digital processing and to simplify the selection and communication process as much as possible. We have now achieved this through the development of our new app and have developed a tool that greatly simplifies the processes for both our customers and ourselves and facilitates both film selection and ordering and service*

*enquiries. In addition, we have integrated a comprehensive FAQ section into the app, which we also use to pass on our technical knowledge about film lamination in general and our films in particular. Even our extensive studies on the digital finishing of our films or the use of our films in digital printing can be accessed here virtually from your waistcoat pocket." Ralf Troyer concludes: "Our goal is to become one of the largest industrial laminating film suppliers in the world and for that you also have to be prepared to break new ground and take on a pioneering role. To our current knowledge, we are now the world's first laminating film manufacturer to have our own service app in the major app stores."*

**The brand new TroFilms app is multilingual (German/English) and is now available free of charge in the following stores:**

**For iPhones, iPads, iPods in the Apple App Store at:**

<https://apps.apple.com/us/app/trofilms-app/id1557443457>

**For Android Phones and Tablets in the Google Play Store at:**

<https://play.google.com/store/apps/details?id=com.trofilms.app>

**Further information at [www.trofilms.de](http://www.trofilms.de)**

- END -

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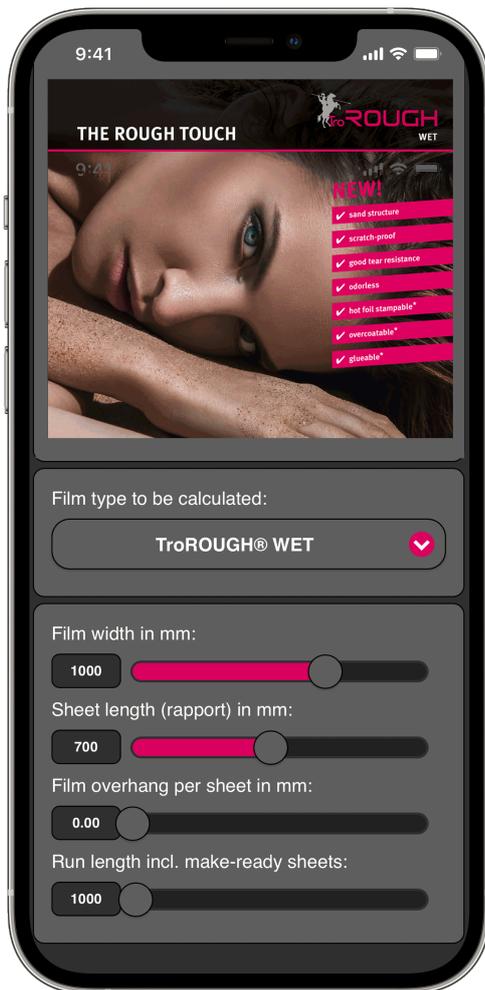
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**Caption:**

The new TroFilms app is available for free in English and German for Apple iOS (iPhone, iPad, iPod) and Android (Phone and Tablets) via the respective stores.



**Caption:**

Company headquarters of TroFilms GmbH in Georgensgmünd, Germany - since July 2019 certified according to DIN EN ISO 9001 : 2015



**Caption:**

Ralf Troyer, Managing Director of TroFilms GmbH

## About TroFilms GmbH:

The medium-sized TroFilms GmbH, which is based in Georgensgmünd in Germany, is established as a renowned and innovative manufacturer of laminating films for the graphic arts and industrial lamination industry. The company currently sells its products in 28 countries and has a well-developed dealer and sales network worldwide. The successful development of the company earned it several prestigious awards. Among other things, the Founder's Award as the best "Start UP" company, which is awarded by the Sparkasse in Middle Franconia, and the Founder's Award by the Chamber of Commerce and Industry. In 2014, TroFilms GmbH was also nominated for the German Founder Award. Since August 2019 TroFilms GmbH is certified according to DIN EN ISO 9001 : 2015. TroFilms does not compete with any of its customers, since it does not process any goods itself.

**[www.trofilms.de](http://www.trofilms.de)**