

Sensory

Unique soft-to-touch polyester film

 Autotex  
**softtouch**

 **MacDermid**  
AUTOTYPE

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 "softouch" is written in a larger, bold, blue sans-serif font.

Autotex  
softouch

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

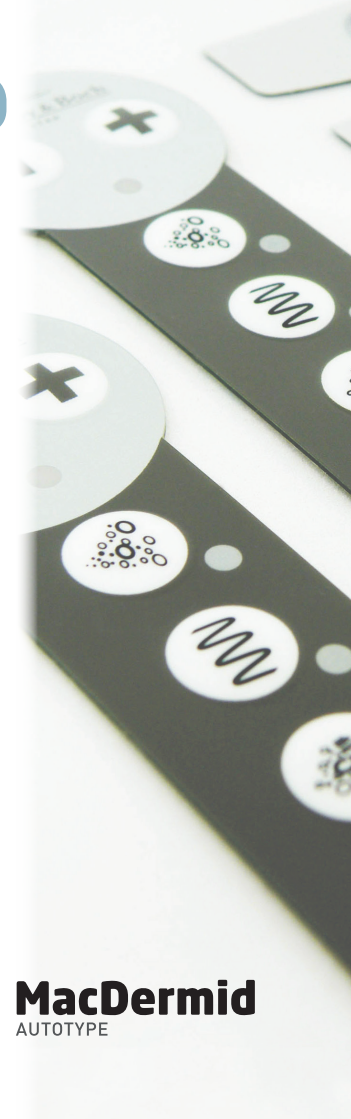
Membrane switch overlays
Nameplates
Labels / Product marking
Fascia panels

### 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



## PRODUCT RANGE

Autotex Softouch	Autotex Fine	Autotex Velvet	Autotex Steel	Autoflex Antiglare	Autoflex Gloss	Primer/Feature
Autotex Softouch ST150L	Autotex F150	Autotex V150	Autotex S150	Autoflex EB A130L	Autoflex EB G130L	Solvent graphics inks
Autotex Softouch ST200L	Autotex F200	Autotex V200	Autotex S200	Autoflex EB A180L	Autoflex EB G180L	Solvent graphics inks
---	Autotex F280	Autotex V280	---	Autoflex EB A250L	Autoflex EB G250L	Solvent graphics inks
---	Autotex F157	Autotex V157	Autotex S157	Autoflex EB A137L	Autoflex EB G137L	UV graphics inks
---	Autotex F207	Autotex V207	Autotex S207	Autoflex EB A187L	Autoflex EB G187L	UV graphics inks
---	Autotex XE F150	Autotex XE V150	---	---	---	For outdoor applications
---	Autotex XE F200	Autotex XE V200	---	---	---	For outdoor applications
---	---	Autotex XE V157	---	---	---	For outdoor applications
---	Autotex XE F207	Autotex XE V207	---	---	---	For outdoor applications
---	Autotex AM F157L	---	---	---	---	Antimicrobial protection
---	Autotex AM F207L	---	---	---	---	Antimicrobial protection



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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: [softouch@macdermidautotype.com](mailto:softouch@macdermidautotype.com)

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