Try this simple test on any other gel.

All new generations of theatre and television lights place additional heat stress on gels.

This increases the risk of fire. That's why our test is so important.

Simply take a sample of colour film from any other manufacturer along with one of ours and apply a lighted match to the edge of each.

You'll notice that Supergel extinguishes as soon as you remove the flame.

Most other gels will continue to burn and shed flaming droplets.

That's because most gels are only surface coated which makes them a fire hazard.

Supergel, on the other hand, has its colour and flame retardancy element impregnated all the way through the copolymer resin base.

This ensures that the colour is highly resistant to fading.

And that it can never become a fire hazard. It's the first truly self-extinguishing filter that fully complies with British and European fire safety standards — including those of the GLC. But there's more to Supergel than just safety. It allows you a greater range of colours and diffusers than other gels, including our own Roscolene — that's creative freedom. So what you have is a gel that's better, that lasts longer and that's safer as well.

Who says you can't be all things to all men.

Please send me a free swatchbook, Colour Media Guide, and Technotes. Name______ Company______ Address______ Address______ **EUPERCEL SUPERCEL The first truly self-extinguishing gel.** Roscolab Limited, 69-71 Upper Ground, London SE1 9PQ. Phone: 01-633 9220 Also at New York, Höllywood & Madrid.