

### **Neschen Americas**

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Photo Available, contact Julie Tarleton.

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## **Neschen® Introduces New Dye Sublimation Textiles!**

December 18, 2008, Elkridge, Maryland — Neschen Americas, the industry leader in inkjet printable textiles, announces the launch of their new and improved dye sublimation textile media. All aspects of the Neschen® DirectTex™ and TransferTex™ lines have been reviewed in order to achieve the best product versatility, bold color reproduction and sharp image detail for applications ranging from exhibit panels and flags, to retail displays and more – all at updated competitive price points. New products have also been added to round out the offering, including DirectTex Knit Banner Light, DirectTex Poplin Superior, TransferTex Sutton Twill and TransferTex Kelly Linen.

Neschen DirectTex™ and TransferTex™ media address both direct print and transfer dye sublimation technologies. DirectTex products feature special coatings that allow printing direct to the fabric before sublimation, eliminating the need for transfer paper. DirectTex products can also be used with the traditional transfer method for maximum versatility. Neschen TransferTex textiles are designed for use with traditional, transfer dye sublimation. This process involves printing to transfer paper and then sublimating onto the textile with the use of a heat transfer press.

“We have undergone a detailed review of our DirectTex and TransferTex product lines,” says Andreas DeGroot, Senior Product Manager for Neschen inkjet media, “We added four new products, enhanced product performance, and restructured price points to offer our customers new, competitively priced solutions for a broad spectrum of dye sub applications.”

Neschen DirectTex and TransferTex dye sublimation media are available in roll sizes ranging from 61 in. to 122 in. wide, with roll lengths of 164 ft. to 328 ft., depending on the material. 35 in. x 23 ft. sample rolls are also available. For more information, visit [www.neschenbrands.com](http://www.neschenbrands.com), or call 800-257-7325 (In Canada: 866-212-7325).

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