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**Neschen Americas**

SEAL® & Neschen® Brand Products

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Photo Available, contact Tiffany Guard

Neschen® Launches into Wall Coverings Market with EnviroScape Mural™ Plus!

December 6, 2010, Elkridge, MD—Neschen® adds to its line of environmentally-responsible media products by introducing EnviroScape Mural™ Plus! As the newest product to join the conVerd Presented by Neschen line, EnviroScape Mural™ Plus! is an FSC-certified media that incorporates 10 percent post-consumer waste to achieve its sustainability advantage over traditional vinyl and pressure-sensitive vinyl materials. It is easy to install and can be easily removed from walls, windows or virtually any media with a rigid surface.

EnviroScape Mural™ Plus! has a six mil thickness and weight of 4.87 oz/yd², which makes it an optimal choice for murals, wall décor, P-O-P signage as well as frontlit and window displays. Compatible with solvent, latex and UV-curable inks, EnviroScape Mural™ Plus! has several convenient print options increasing the ease of use for end users.

“I am always excited when we deliver on our commitment of meeting customers’ demands by bringing new medias to market and expanding product lines,” shares Tiffany Guard, Product Manager of Inkjet Media, Neschen Americas. “EnviroScape Mural™ Plus! is Neschen’s first foray into the wall coverings market and it is a great example of how innovation is at the forefront of Neschen®’s brand.

Building on its eco-friendly characteristics, EnviroScape Mural™ Plus! also meets the strict California 01350 standards for indoor air quality, a pre-requisite for LEED credit certification. Its fire rating is ASTM E-84 class A. Neschen Americas is entering the wall coverings market with a very strong contender given the high performance and dimensional stability of EnviroScape Mural™ Plus!

Roll sizes are available in 42”, 54” and 60” x 150’ with sample rolls measuring 30” x 23’. For more information, please visit www.neschenbrands.com or call 1.800.257.7325.

Neschen Americas manufactures and markets SEAL® and Neschen® brand products including film and liquid laminating equipment and materials, wide and grand format textile and PVC printing media, self-adhesive vinyl, mounting adhesives and tapes, display systems, and archiving supplies. The company serves the needs of the sign and display, digital printing, photographic, picture framing and library/archive markets throughout North and South America.

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