

- **PRESS RELEASE**
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- **Corporate Contact:**
Dwight Bessette, Product Manager
Phone: 410-540-8912
Email: d.bessette@neschenamericas.com
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Neschen Americas
7091 Troy Hill Drive
Elkridge, Maryland 21075 USA

- **PR Services Contact:**
D. Fusco & Company LLC
Phone: 860-306-0665
Email: dfusco@dfusco-company.com
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Neschen[®] introduces DirectTex[™]
The first full range of direct-print dye sublimation textile media

Elkridge, MD and SGIA 2006 trade show, Las Vegas, NV, September 26-29, 2006 —
Neschen DirectTex[™] is the first full range of direct-printable dye sublimation textile media. With DirectTex, users can print direct to the fabric—no transfer paper required. DirectTex textiles are treated with a special coating that prevents ink from being absorbed into the media prior to heat setting. After printing, simply run the material through a heat press at 380° F and you're done. DirectTex saves time and money by eliminating material and production steps—the results are true, rich color graphics.

Following its launch at the SGIA trade show, DirectTex will be available in a wide range of polyester and poly-cotton blend materials, featuring various textures and weights, for applications ranging from banners and flags, to signs, displays and exhibits. Rolls will be available in 60", 71" and 122" (1.5m, 1.8m, 3.1m) widths. Neschen Americas is offering FREE sample rolls of DirectTex by calling Neschen Americas' customer service at 800-257-7325.

*Neschen Americas manufactures and markets SEAL[®] and Neschen[®] brand products including film and liquid laminating systems and materials, wide and grand format printing media, pressure-sensitive sign vinyl, foam boards, mounting adhesives and tapes, display systems and accessories, and archiving supplies. The company serves the needs of the sign and display, digital printing, picture framing and library/archive markets throughout North and South America. Contact Neschen Americas at 800-257-7325, or visit www.neschenamericas.com. **End***

Photo available see separate attachment, or contact D. Fusco & Company (see masthead).