

- **PRESS RELEASE**
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(2 pages)

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**Neschen® introduces new SolvoPrint™ and PrintLux media™.**  
**Addressing applications from fleet to exhibits.**

October 24, 2007, Elkridge, MD and October 24 – 27, SGIA 2007, Orlando, FL — Neschen® brand is launching a range of new, non-textile printing media to address digital graphics applications ranging from fleet graphics to trade show exhibits and point-of-sale displays. The new products fall into two categories: Neschen® SolvoPrint™ media for solvent, eco-solvent and UV printers, and Neschen® PrintLux™ media for printers using water-based inks. Neschen is introducing 5 new media under the SolvoPrint name and 3 new media under PrintLux. Here is a summary:

**SolvoPrint™ Performance Air Glide 60** (*solvent, eco-solvent and UV ink*)

Performance Air Glide 60 is a self-adhesive PVC media that can be applied using a roller laminator, or by hand, without the need for special tools. It features a unique textured release liner that creates air channels in the media's adhesive layer allowing air to escape during application. This allows Performance Air Glide 60 to be applied to a variety of flat or smooth curved surfaces with virtually no air bubbles. Any bubbles that may form are easily worked to the edge of the material and released via the air channels.

Performance Air Glide 60 is 2.4 mils thick with a glossy surface. According to Neschen, it prints with vibrant color, sharp resolution and good saturation. It is ideal for fleet graphics, particularly for large surfaces such as truck sides, as well as a wide variety of signs and displays, indoors and outdoors. Available roll sizes are 54" x 150' and 54" x 300'.

**SolvoPrint™ Easy Panel 310 and 430** (*solvent, eco-solvent and UV*) and **PrintLux™ Easy Panel 310 and 430** (*aqueous*)

Easy Panel 310 and 430 are durable, thick PVC media designed for trade show and point-of-sale applications where frequent contact and regular handling are the norm. They are flexible, yet have semi-rigid properties when deployed. According to Neschen, Easy Panel's edges will not curl after cutting or rollout. At 12.4 mils and 17.2 mils, respectively, Easy Panel 310 and 430 are semi-opaque to prevent image bleed-through, but are not 100% light blocking.

SolvoPrint and PrintLux Easy Panel media have B1 and NFPA 701 fire retardant certification. They feature a matte white scratch-resistant coating that accepts ink with good color saturation and sharp resolution. While this coating is durable, Neschen recommends over-laminating for increased durability and lifespan in high-traffic indoor and outdoor applications. Roll sizes are 36" x 65' and 42" x 65'.

**SolvoPrint™ Nolite 350** (*solvent, eco-solvent and UV*) and **PrintLux™ Nolite 350** (*aqueous*)

Nolite 350 is a 14 mil, opaque, polyester media with a matte white print-receptive coating, and a light gray, 100% light block backing. It exhibits excellent lay-flat characteristics with no edge curl when cut or rolled out. Neschen recommends this media for pop-up exhibit panels, and other indoor or short-term outdoor display applications. Rolls are available 36" x 65'.

**SolvoPrint™ DGS Scratch** (*solvent, eco-solvent and UV*)

DGS Scratch is a light diffusing, 5 mil, polyester media for indoor and outdoor backlit applications. It features a print-receptive coating on the backside, and a scratch-resistant, fine sand texture on the face. Available roll sizes are 36" x 98' and 42" x 98'.

**SolvoPrint™ Paper 240 Satin** (*solvent, eco-solvent and UV*)

Paper 240 Satin is a 9.6 mil, bright white paper media with an elegant satin sheen. Cost-effective and biodegradable, it exhibits excellent color reproduction and is well suited to a variety of economical, indoor, sign and display applications. Rolls sizes are available 54" x 164' and 60" x 164'.

SolvoPrint / PrintLux Easy Panel 310 and 430, SolvoPrint / PrintLux Nolite 350, SolvoPrint DGS Scratch, and SolvoPrint Paper 240 Satin are all key components in Neschen's "Digital Graphic Solutions" program. This program utilizes specified Neschen brand media, laminating films and Expolinc® display systems to offer customers comprehensive, one-stop choices for easy fabrication of trade exhibits and point-of-sale displays.

Customers can obtain sample rolls of the new Neschen SolvoPrint and PrintLux media by contacting Neschen Americas at 800-257-7325, ext.2, (In Canada: 866-212-7325). For more information visit [www.neschenbrands.com](http://www.neschenbrands.com).

*SEAL® and Neschen® brand products are manufactured and marketed by Neschen Americas. They include film and liquid laminating equipment and materials, wide and grand-format printing media, substrate cutters, foam boards, mounting adhesives and tapes, display systems, and archiving supplies. The company and its brands 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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**See all the new Neschen media at SGIA 2007, Booth 700.**