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**Neschen Americas**

SEAL® & Neschen® Brand Products

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Photo Available, contact Tiffany Guard

**Neschen® SolvoPrint™ MightyGrip Gray Back SAV Premiers at 2010 SGIA Expo  
-- MightyGrip gray back SAV will be on display at Booth #2770 --**

October 13, 2010, Elkridge, MD – Neschen® enhances its premium line of economy grade, Self Adhesive Vinyl (SAV) by introducing SolvoPrint™ MightyGrip gray back SAV at this year's SGIA Expo. Specifically designed for shorter term applications, MightyGrip gray back SAV is a calendared-monomeric vinyl, which is 3.5 mils thick. It has an outdoor durability of three to four years and is available with a permanent adhesive in either a matte or gloss finish. A unique benefit to MightyGrip gray back SAV is the opaqueness of the adhesive, which allows customers to cover over already imaged graphics and reuse their substrates. MightyGrip gray back SAV also goes one step further by ensuring that the new images are bright and dynamic with its high white point, which does not compromise the overall appearance of the finished graphic.

"This is the perfect time to launch MightyGrip gray back SAV," reveals Tiffany Guard, Product Manager of Inkjet Media, Neschen Americas. "We are pleased to add another quality product to our existing line of self adhesive vinyl that allows customers to achieve more with less. It's another testament of our commitment to continually deliver innovation and value."

MightyGrip gray back SAV increases the options of previously used media, and is especially suitable for vehicle advertising and general signage applications on vertical, flat and slightly curved surfaces. Compatible with solvent, eco-solvent, latex and UV-curable printers, MightyGrip gray back SAV creates vibrant wall graphics no matter the ink type being used. Sizes currently available are 54" x 150' and 60" x 150', with smaller, sample-sized rolls measuring 30" x 10'.

SGIA Expo participants are encouraged to stop by Booth #2770 to get a first-hand look at the performance and effectiveness of MightyGrip gray back SAV. Attendees can take advantage of Neschen Americas experts who will be on hand to address a myriad of questions offering optimum solutions to complex needs.

For additional information on MightyGrip gray back SAV or any Neschen® brand product, please visit [www.neschenbrands.com](http://www.neschenbrands.com) or call 1.800.257.7325.

**About Neschen Americas**

*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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