

- **PRESS RELEASE**

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**Neschen® Introduces New & Improved SolvoTex™ Artist 260 Textile Media**

August 29, 2007, Elkridge, MD — Neschen® brand products has announced the launch of a new and improved version of its economy-priced SolvoTex™ Artist 260 textile media. SolvoTex Artist 260 is a 100% polyester media with a medium-soft canvas structure. It is lightweight (7.9 oz./yd.) and coated on both sides for printing on *either* side. The key improvement is a new denser coating that increases print quality and opacity. New Artist 260 has a slightly smoother finish and whiter appearance than the original, yielding improved image sharpness and better color reproduction.

SolvoTex Artist 260 is compatible with solvent and eco-solvent inks. It can be used indoors and outdoors for a variety of sign and display applications, ranging from flags and banners to trade show exhibits. According to Tiffany Guard, Product Manager for Neschen brand textiles, “The improvements in the Artist 260 product line will not result in a price increase. Customers can purchase the new and improved version at the original price structure, but should take note that the item numbers for the new Artist 260 product will be different.” SolvoTex Artist 260 is available in roll sizes ranging from 54 inches x 164 feet to 126 inches x 164 feet. 20-inch x 10-foot sample rolls are also available. For more information visit [www.neschenbrands.com](http://www.neschenbrands.com), or call 800-257-7325, ext.2, (In Canada: 866-212-7325).

*Neschen Americas manufactures and markets SEAL® and Neschen® brand products including 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 serves the needs of the sign and display, digital printing, photographic, picture framing and library/archive markets throughout North and South America.*