

Neschen Americas

SEAL® & Neschen® Brand Products

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Neschen® Introduces New conVerd Presented by Neschen Portfolio.

April 28, 2010, Elkridge, Maryland — Neschen® brand, as part of their commitment to reducing the environmental impact of wide-format graphic products by bringing truly environmentally friendly alternatives to market, is pleased to announce the launch of the conVerd Presented by Neschen portfolio. Neschen continues to work to provide a comprehensively green media options that are completely renewable, reusable and environmentally sustainable by collaborating with like minded partners such as conVerd.

“We are thrilled with this distribution relationship,” says conVerd Vice President Sustainable Products, Al Ammerman, “Neschen Americas offers the right fit for us as we expand our environmentally responsible media products into the wide-format graphics arena. Their strength in distribution, sales knowledge and industry brand recognition, along with their commitment on offering truly green media products, make this a natural partnership.”

Comprising the new conVerd Presented by Neschen line are Enviroboard™ MR, Blox-Lite™ and GreenLight™ Plus! – DPI. **conVerd Enviroboard™ MR (Moisture Resistant)** is a multi-ply, water-resistant, green alternative to traditional foam and corrugated plastic boards. For use with flatbed UV printing, it is available in double-side printable sheets for indoor POP upright and hanging sign applications. **conVerd Blox-Lite™** is a 100% opaque, environmentally friendly, banner media alternative to indoor PVCs – available in 10 and 14 mil thicknesses. Compatible with latex and UV curable ink printers, its blackout properties allow it to be double-side printed with no image show through. **conVerd GreenLight™ Plus! – DPI** is a translucent, double sided and coated paper for use with digital, offset, screen and flatbed UV printing. When back lit its bright white finish and ultra-uniform fiber distribution provide maximum color pop. It can be front lit as well. GreenLight Plus! – DPI carries the added distinction of having been approved by JCDecaux for outdoor transit signage.

“We are very enthusiastic about the partnership with conVerd. Neschen Americas has made a promise to provide our customers with eco-friendly alternatives to traditional media and substrates without sacrificing function or print quality – all at a reasonable price point,” states Andreas DeGroot, Neschen Americas Senior Product Manager – Inkjet, “The conVerd Presented by Neschen portfolio delivers.”

ConVerd LLC is a recognized leader in creating green solutions for the printing industry with a product range including eco-sustainable print media, printing machinery and inks. With over a decade’s worth of experience as a wide format supplier in the U.S.A. market, conVerd offers a diverse range of printers with an emphasis on environmentally sound practices and alternative resources.

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, pressure-sensitive 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. For more information, visit www.neschenbrands.com, or call 800-257-7325.

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