

- **PRESS RELEASE**
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For Release – 9:00AM EST
October 24, 2007

(2 pages)

SEAL® Launches New, Improved, Ultra Plus Laminators

Elkridge, MD, October 24, 2007 and SGIA 2007, Orlando, Florida, October 24-27, 2007 — SEAL® brand has added new productivity features to its popular lineup of SEAL Ultra roller laminators. The new and improved Ultras, dubbed the **SEAL® Ultra Plus series**, will be introduced at the 2007 SGIA trade show in Orlando Florida, this October, and will include the following models:

- SEAL 44 Ultra Plus – 43” working width, dual heat
- SEAL 44 Ultra S Plus – 43” working width, single heat
- SEAL 62 Ultra Plus – 61” working width, dual heat
- SEAL 62 Ultra S Plus – 61” working width, single heat
- SEAL 62 Ultra C Plus – 61” working width, cold

According to SEAL, the new Ultra Plus laminators are aimed at entry-level to intermediate-level image finishers working in low to mid-volume environments. With productivity enhancements, they will replace the current SEAL Ultra laminator line. MSRP’s range from \$6,495 to \$8,995 depending on the model selected.

The key improvements that give these new models their “Plus” designation include the dual heat option and the addition of an automatic take-up shaft for removing release liners. In addition, the 44 Ultra Plus dual heat and 44 Ultra S Plus single heat laminators operate on 110V power. This allows small shops to expand their range of services, offering heat-assisted or heat-activated finishing solutions, such as encapsulating, without the expense of installing 220V electrical service.

Standard features that carry over from the previous Ultra line include: touch-pad controls, adjustable speed—up to 5 fpm for heated units and 10 fpm for cold machines, 3 pre-set temperature selections, 8 pre-set nip openings—from 0 to ½-inch, easy-clean silicone rollers, auto-grip supply shafts, foot controls, an on-board quick reference guide, comprehensive safety systems, and a space-saving portable design.

“Our goal in developing the new Ultra Plus units was to expand capabilities and enhance some of the volume production related features, while maintaining a very cost-effective, compact line of laminators for local and regional sign/display producers,” says Dave Conrad, SEAL brand Product Manger for equipment. “We’re confident we have succeeded.”

The SEAL Ultra Plus laminators are CE/ETL/CSA certified, are backed by authorized SEAL technical and applications support, and come with a one year limited warranty (180 days on rollers). They will be available for shipment immediately following SGIA. Customers can contact SEAL brand for more information and a free Return-On-Investment (ROI) analysis by calling 800-257-7325 (In Canada: 866-212-7325). Visit www.sealbrands.com.

Come see the new SEAL® 44 Ultra Plus in action at SGIA 2007, Booth #700!

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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Photo Available. See separate attachment, or contact D. Fusco & Company (above)