

Neschen Americas
SEAL® & Neschen® Brand Products
7091 Troy Hill Drive
Elkridge, Maryland 21075 USA

Corporate Contact:

David Conrad, Sr. Product Manager
Phone: 920-757-1274
Email: d.conrad@neschenamericas.com

Press Contact:

Ronit McGuthrie, Trade Marketing Manager
Phone: 410-540-8947
Email: r.mcguthrie@neschenamericas.com

For Immediate Release – October 25, 2010



Photos Available,
Contact Ronit McGuthrie

The SEAL® 54 EL Made Its American Debut at 2010 SGIA Expo

October 25, 2010, Elkridge, MD – Excitement abounded at this year's SGIA Expo and reached exponential levels at Booth #2647 with the unveiling of the new SEAL® 54 EL Laminator. Designed for users who are new to lamination, the SEAL 54 EL is an economy-priced, cold roll laminator for budget-conscious consumers that offers many features found in SEAL®'s higher production level machines. This high-quality laminator is 54" wide and has a very durable uniframe construction.

SEAL 54 EL boasts numerous features and benefits, such as its light weight, high tensile strength supply shafts, which makes it easier to load heavy rolls of film and adhesive. Additional features include a flip-up in-feed table; constant pressure capability; 1" nip and several other new enhancements.

"For the very first time, Neschen Americas has been able to manufacture an entry-level laminator featuring the high quality and performance our SEAL brand customers have grown accustomed to," remarks David Conrad, Senior Product Manager – Finishing, Neschen Americas. "The SEAL 54 EL is not only engineered to laminate, it's engineered to last and we knew we would wow all of the expo attendees stopping by."

In addition to Booth #2647 offering a first-hand look at the newest laminator to take the industry by storm, Neschen Americas had its expert trainers on hand to conduct on-the-booth training, which showcased, live and in person, the many features and benefits of the SEAL 54 EL.

Every printing and wide-format graphics professional, looking to stay ahead of the competition and up-to-date in the industry, was at Booth #2647 and witnessed the SEAL 54 EL. Neschen Americas is certain that the 54 EL will turn the laminator market on its head and is sure to be one of the most talked about products of year.

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.

About SGIA and the SGIA Expo

SGIA is the only international association for specialty imaging. Its mission is to provide imaging professionals with the tools and information needed to make the best possible business decisions. The annual SGIA Expo, the leading showcase for technology and innovation, allows attendees to experience specialty imaging first hand. With exhibitors and attendees from every settled continent, the SGIA Expo brings the world of specialty imaging together to access the information needed to succeed.