

Neschen Americas

SEAL® & Neschen® Brand Products

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For Immediate Release – September 23, 2010



Neschen Americas Unveils New 54 EL at 2010 SGIA Expo

-- Industry-renown trainers will also showcase the latest tips and tricks --

September 23, 2010, Elkridge, MD – Neschen Americas is excited about exhibiting at the 2010 SGIA Expo in Las Vegas, Nevada from October 13 - 15. Debuting at **booth #2647** is the new **SEAL® 54 EL Laminator**, which is designed for users who are new to lamination. This high-quality laminator is 54” wide and has a very durable uniframe construction. It is an economy-priced, cold roll laminator for budget-conscious consumers that offers many features found in SEAL®’s higher production level machines.

Mark Rugen, Manager of the Neschen Americas Training and Education Programs, will be on hand to demonstrate the SEAL® 54 EL’s numerous features and benefits, such as its light weight, high tensile strength supply shafts, which makes it easier to load rolls of film. Additional features include a flip-up in-feed table; variable pressure capability; 1” nip and several other new enhancements making Booth #2647 a must-see at this year’s expo.

Staying budget friendly, expo attendees will also be exposed to **SEAL’s OptiMount® adhesive**, an economically-priced alternative to SEAL’s existing high-quality, premium adhesive known as OptiMount® Ultra. OptiMount is the perfect face-mounting adhesive when working with inkjet, photographic, electrostatic or plain paper media and bonding them to clear acrylics, plastics and glass. OptiMount is a double-sided, pressure-sensitive water-based adhesive with a clear carrier that creates a permanent bond to both graphics and substrates. With OptiMount and OptiMount Ultra, SEAL now offers quality solutions at various price points continually addressing customers’ needs.

As if premiering the SEAL® 54 EL isn’t enough, Neschen Americas will have its expert trainers on hand for **on-the-booth training** to demonstrate how to eliminate waste and increase efficiencies in finishing. Neschen Americas’ laminating expert Brian Gibson, who has approximately 20 years of industry experience, will show attendees the most efficient way to web a laminator and how to utilize it to get smooth, flat, wrinkle-free results. Gibson is an authority teaching print shop professionals how to ultimately create the best finish possible. In just 20 minutes, attendees will be ready to apply his tips and tricks on the laminator in their own print shop saving time and money, while simultaneously increasing profits.

“The 2010 SGIA Expo is one of the premium shows in our industry and it is the perfect venue to debut our new 54 EL Laminator along with our latest product offerings,” says Angela Mohni, Vice President of Marketing, Neschen Americas. “It is also an opportunity to showcase our industry experts and the exceptional education and training that they provide, because today’s consumers demand more than quality products and services. Neschen Americas isn’t just about meeting expectations and we are happy to demonstrate how we go above and beyond to exceed them.”

Also featured will be an **application gallery** that will showcase approximately seven commonly created applications to include reference guides on all the materials used. Show specials and discounts will be highlighted throughout the expo as Neschen Americas staff will urge attendees to stop by often. **Booth #2647** will be a “hot spot” at the 2010 SGIA Expo and is surely not to be missed!