

• **PRESS RELEASE**

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New and Improved Neschen® Brand Laminates and Adhesives

March 27, 2008, Elkridge, MD — Neschen® brand is “re-launching” its complete range of **filmolux®** laminating films and **gudy®** adhesives, offering users new advanced adhesive technology, a streamlined inventory of popular sizes, and new products for improved economy and performance.

“We’ve revitalized both the filmolux and gudy product lines,” says Product Manager, Karen Buckleman. “We have removed some of the less popular films, we have added new products, and we’ve added new roll sizes to some of our most versatile laminates. Other changes involve the engineering of specific product components, such as new environmentally-friendly adhesives that offer improved bonding performance on a wider range of surfaces, and new release liners that allow tighter roll winding for improved long-term storage in production inventories.”

Highlights of the Neschen films revitalization include:

- Improved gudy 808 mounting adhesive with enhanced bonding performance, greater opacity, and better lay-flat properties
- New gudy eco, an earth-friendly, environmentally degradable, water-based, carrier-free mounting adhesive
- New filmolux PP gloss and satin matte, featuring excellent clarity, flexibility and economy
- New 51” wide rolls of gudy window adhesive

Customers can obtain detailed information on all the new and improved filmolux and gudy products by contacting their authorized Neschen brand reseller, or visiting the brand’s web site at www.neschenbrands.com. Sample rolls are available by calling 800-257-7325, ext. 2 (In Canada: 866-212-7325). – End –

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