

- **PRESS RELEASE**

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New and Improved Neschen® SolvoTex™ Theatre 310 Plus Textile Media

October 24, 2007, Elkridge, MD and October 24 – 27, SGIA 2007, Orlando, FL — Neschen® has made improvements to its SolvoTex™ Theatre 310 textile printing media. The new and improved **SolvoTex™ Theatre 310 Plus** is 100% polyester and features a heavy weave with a soft hand, similar to the highly durable fabrics used in the automotive industry. Its new print receptive coating yields improved print performance with bold single-strike color and excellent saturation.

SolvoTex Theatre 310 Plus is wrinkle resistant and NFPA 701 fire retardant certification is currently pending. It is engineered for long hang times and its non-glare matte finish makes it ideal for theatre sets and museum applications. It is available in rolls 198” x 164’. Sample rolls 35” x 23’ are also available. According to Neschen, the price for new Theatre 310 Plus will be about 7% lower than the previous Theatre 310 product. The item numbers will be new.

For more information, or to obtain sample rolls, customers should contact Neschen brand at 800-257-7325, ext.2, (In Canada: 866-212-7325). Visit www.neschenbrands.com.

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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.