

- **PRESS RELEASE**
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(2 pages)

Neschen® introduces new textured laminates for high-traffic, indoor environments.

October 24, 2007, Elkridge, MD and October 24 – 27, SGIA 2007, Orlando, FL — Neschen® brand has announced the addition of two new textured laminating films to their filmolux® line of pressure-sensitive over-laminates: New filmolux® scratch and new filmolux® PP sand.

filmolux® scratch is a 6 mil, polyester laminating film designed for indoor display applications. It features a permanent, water-based, acrylic adhesive and comes with a siliconized glassine paper release liner. The film's fine crystal-like texture is highly resistant to scratching and excessive handling, making it an ideal choice for finishing flexible exhibit panels and point-of-sale displays. The satin finish of filmolux scratch also enhances color, while reducing glare.

filmolux® PP sand is a 5.8 mil, polypropylene laminating film. It features a permanent, water-based acrylic adhesive with a siliconized glassine paper release liner. PP sand's fine sand texture gives the film a semi-matte finish and makes it highly durable. It is recommended for indoor sign and display applications.

Neschen recommends filmolux scratch and PP sand in combination with its new SolvoPrint™ and PrintLux™ media (*see SolvoPrint / PrintLux press release*) for applications that require relatively thick, flexible panels, and a tough, low-glare exterior. According to company Product Specialist, Karen Buckleman, "The filmolux scratch and PP sand films have similar benefits. filmolux PP sand offers these benefits in an economy level product, while filmolux scratch offers a premium image finishing solution."

Neschen points out that filmolux scratch and filmolux PP sand are key laminating film components in Neschen's "Digital Graphic Solutions" program. This program utilizes specified Neschen brand media, laminating films and Expolinc® display systems to offer customers comprehensive, one-stop choices for easy fabrication of trade exhibits and point-of-sale displays.

filmolux scratch is available in roll sizes of 38" x 150', 43" x 150' and 51" x 150'. filmolux PP sand comes 38" x 150', 43" x 150' and 48.8" x 150'. Customers can obtain 38" x 15' sample rolls of either product by contacting Neschen Americas at 800-257-7325 (In Canada: 866-212-7325). Visit www.neschenbrands.com for more information.

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)

See all the new Neschen brand products at SGIA 2007, Booth # 700.