

- **Corporate Contact:**
- Angela Mohni, Director of Marketing
- Phone: 410-540-8955
- Email: a.mohni@neschenamericas.com
-

Neschen Americas
7091 Troy Hill Drive
Elkridge, Maryland 21075 USA

- PR Services Contact:
- D. Fusco & Company LLC
- Phone: 860-306-0665
- Email: dfusco@dfusco-company.com
-

For Cygnus Publishing Feature
March 7, 2006

(1 page)

Neschen Americas... *News Release*

Samba Plus Picks Up Where Award-Winning Samba Tent Left Off.

Elkridge, Maryland, USA: In a recent reader's poll survey conducted by Wide-Format Imaging magazine (Cygnus Publishing), Neschen Samba Tent textile media was named a "Winner" in the fabric media category. Now, Neschen has taken the performance of Samba Tent one step further. New **Solvotex™ Samba Plus** offers improved printing performance due to a new, state-of-the-art surface coating technology. According to Neschen brands product manager, Dwight Bessette, "the new coating improves ink performance, adhesion, and color reproduction with eco solvent, true solvent and UV inks."

Samba Plus can be used indoors or outdoors, with a recommended outdoor lifespan of 6 months. It features a satin finish coating that can be used in either front-lit or backlit applications. Samba Plus is ideal for tradeshow graphics, banners, display systems, POP's, theatrical sets and more. It is available in rolls 60" wide. For more information contact Neschen Americas at 800-257-7325, or visit www.neschenamericas.com.

End

(Photo available)