



PRESS RELEASE

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November 2011

TEKRA INTRODUCES DURA-GO® COLORED PVC FILMS FOR HP INDIGO PRESSES

New Berlin, WI - Tekra Corporation introduces a variety of Dura-Go® Colored PVC Films coated on one or two sides for HP Indigo Digital Presses.

Traditional white PVC films require flood printing your ink to achieve a desired background color. This is not only expensive to print, but also inefficient when doing large scale runs. Increased process times and high ink usage can negatively impact your company's true profit potential.

Reduce your ink consumption and eliminate the need to flood print a white PVC. Color match your ink with the variety of standard colored PVC films that are now available. Like Tekra's other Dura-Go products, these PVC films provide exceptional print receptiveness, ink anchorage, and color consistency. Make your application stand out from typical white or clear PVC films.

These colorful films can be quickly supplied in short lead times and small minimum quantities in 12" x 18" matte/matte sheets. Dark blue, green, yellow, orange, and red colors are available in 10, 15, and 20 mil thicknesses, while metallic gold and metallic silver is available in a 10 mil thickness.

Typical applications include gift and memberships cards, point of purchase signs, shelf danglers, and menus. For more information on the Dura-Go line of products for digital printing or to request free samples, please contact Tekra Corporation at (800) 491-9578 or visit our website at www.tekra.com.

Tekra Corporation has provided plastic film and adhesive solutions to the printing industry for over 30 years and to the digital films industry for over 10 years. Tekra offers proprietary coating technologies, converting services, and, through special supplier relationships, a full line of plastic substrates. Tekra is the North American authorized distributor and exclusive distributor to the North American medical diagnostic market for Dupont Teijin Films™, the authorized distributor for the polycarbonate film products of SABIC Innovative Plastics in the United States and Canada, and an Authorized Converter and Distributor for 3M adhesives.