



a Mativ  
Brand

**Tekra**  
**Press Release**

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## **It's Smooth Sailing with Tekra at Printing United**

New Berlin, WI – New Berlin, WI – Tekra, a Mativ Brand, will be showcasing at the Printing United Expo from October 22nd-24th in Orlando, FL. With visitors from all over the country, they plan to show people how easy it is to do business with Tekra with their 'Smooth Sailing' theme. "At Tekra, we pride ourselves on our consultative sales, customer service, and our buying options," states Rebecca Fuhrman, Manager of Market Development at Tekra. She continues by explaining their options for consignment programs, letters of intent, and blanket orders, as well as their wide range of in-stock materials. "Our goal has always been to help our customer find a solution, be the resource, then help them strategize the best way to implement that into their everyday business," Fuhrman continues.

Tekra plans to showcase their lines of full digital print films, which include Dura-Go®, for HP Indigo printers, JetView™ UV, and LEXAN DP films for UV Inkjet printers, JetView™ Latex, for Latex and Resin based inkjet printers, their lines of hardcoated films for industrial graphics and durable applications. Additionally, they will show their adhesives, conductive inks, polyesters and polycarbonate films. "Our one-stop-shop approach is what differentiates us in the market and has kept many of our customers coming to Tekra for decades," States Alexis Poellinger, Product Strategist.

Some specifically featured products will be a re-introduction of their ToneKote® line of films for toner based printers, weatherable films offering UV resistance which are printable in both traditional screen and offset print methods and UV inkjet, and their JetView™ Latex Clear Gloss Film, which is featured for backlit or packaging applications.

To see how you can 'sail with Tekra's solutions'; visit their website and find them at booth #2771 at the Printing United Expo in October. For a free pass to the show, use promo code 2532 to register here.

Tekra, a Mativ brand, has provided plastic film and adhesive solutions to the printing industry for over 80 years and to the digital films industry for over 25 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 Mylar® Specialty Films, the authorized distributor for the polycarbonate film products of POLYVANTIS in the United States and Canada, and a Master Converter for 3M™ Adhesives.

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