



PRESS RELEASE

Contact: Rebecca Fuhrman
Phone: 262-641-5526
E-mail: rfuhrman@swmintl.com

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SUCCESS AT ISA EXPO

New Berlin, WI – ISA had a great come-back show this year after a two-year hiatus. Celebrating it's 75th year at the World Congress Center in Atlanta, GA; hundreds of exhibitors displayed, and the show and the floor was busy!

The show's theme of "Let's Do This!" couldn't have captured the vibe more perfectly, as people were ready to get out, find new ideas and get to work! There was a heavy emphasis on digital print this year with large print manufacturers operating equipment and showing off everything they have to offer. From HP Latex, to Swiss Q inkjet, Cannon, and Durst, the options were plentiful and so was the vast knowledge of the industry leaders.

Media providers were also plentiful at the show. Tekra, LLC showcased their full line of digital print films and adhesives. "We really wanted to make sure we were there to help people find the best product for their next signage application. With so many options in the sign world, customers are looking education and assistance when selecting a substrate. Understanding films and the pros and cons of each type is what we specialize in," states Rebecca Fuhrman, Market Development Manager at Tekra.

They featured their JetView™ line off films which included backlit options, block out display films and a variety of polycarbonates coated for increased UV ink adhesion. If you missed them at this show, you can find more information on these products on their website: www.tekra.com.

ISA International Sign Expo 2023 will be April 12-14 at Mandalay Bay, Las Vegas, NV.

Tekra, LLC has provided plastic film and adhesive solutions to the printing industry for over 50 years and to the digital films industry for over 20 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 a Master Converter for 3M™ Adhesives.