



## PRESS RELEASE

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**January 2016**

### **JetView™ Latex Backlit Polyester Brighter, Wider Backlit Film from Tekra, A Division of EIS, Inc.**

New Berlin WI - Tekra, A Division of EIS, Inc. has recently added an 8 mil JetView™ Latex Backlit Polyester film to their line of Latex inkjet films.

“Our 8 mil JetView™ Latex Backlit Polyester film is a great addition to our JetView™ Latex line,” states Rebecca Fuhrman, Market Development Manager for Digital Films. “Our new Latex Backlit Polyester film will offer wider options up to 87 inches wide. This film has several advantages for printers including ecological-friendly properties, durability, and the shade of white the retail market prefers,” continues Fuhrman.

Other features of Tekra’s Latex Backlit Polyester film include excellent ink adhesion, scratch and water resistance with a vibrancy across the color spectrum. This film is also compatible with several UV inkjet presses, which widens its possibilities. With this new offering, this film will reduce the needs for post lamination for long-term signage applications. Its immediate dry time, durability and brighter, cooler white color make for an excellent complement to our existing JetView™ White Translucent Backlit Polycarbonate offering.

Free test samples are available by contacting Tekra. This product will be featured at the 11th Annual DScoop (Digital Solutions Cooperative) in San Antonio, TX; April 14-16 at the Henry B. Gonzalez Convention Center.

*Tekra, A Division of EIS, Inc. has provided plastic film and adhesive solutions to the printing industry for over 40 years and to the digital films industry for over 15 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.*