



# PRESS RELEASE

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## TEKRA, A DIVISION OF EIS, INC. LAUNCHES NEW WEBSITE

New Berlin WI - Tekra, A Division of EIS, Inc. is inviting visitors to explore its new website. The new website has been designed to offer the ultimate user-friendly experience with improved navigation and functionality while allowing customers to see the full product portfolio Tekra can offer.

Created with the user experience in mind, the site includes many new features to help users to quickly and easily navigate the site find the film or adhesive product they need. New features include:

- [Look Ahead Navigation](#) to reduce the number of user clicks to navigate the site.
- [Product Filters](#) which allows users to easily narrow down the product portfolio by selecting key performance attributes the wanted product needs to have.
- [Samples Requests and Request for Quotes](#) are now easily requested through new cart functionality making the process faster and streamlined.
- [Rapid Response Functionality](#) allowing the site to be compatible with all browsers and mobile devices.

In addition, the new product filters has allowed Tekra to place their full product portfolio on the site while still allowing the user to be able to easily navigate through the line. All the products that Tekra manufactures along with the full listing of products that Tekra can offer from vendor partners such as 3M, DuPont Teijin Films™, and SABIC Innovative Plastics, are now viewable on the site.

Visitors to the new site can stay informed with the latest Tekra and industry news through the new online blog. The blog will contain richer online content such as technical tips, press releases, featured products and newsletters. This valuable content will also be contained in “tool boxes” on pages throughout the site so the user is always just one click away from useful and pertinent information.

For more information on Tekra, A Division of EIS, Inc. and to view the new site please visit [www.tekra.com](http://www.tekra.com).

*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.*