



PRESS RELEASE

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September 2016

TEKRA DIGITAL MEDIA SWATCH BOOKS Substrate Selector Guide for Digital Media Films

New Berlin, WI - Tekra, A Division of EIS, Inc. has recently released a new series of digital media swatch books. Within the series, there are three books: Dura-Go®, for their line of Indigo print-ready films, ToneKote™, for their line of Toner print-ready films and JetView™, which covers their print-ready line of films for UV, latex, and solvent inkjet presses. These books provide an array of samples from their stocked lines, including their full stock lists and typical applications. "These books help our customers get a better idea of what they need when selecting the right material for a project. Being able to feel the texture or thickness of a substrate has tremendous value when making a selection," states Rebecca Fuhrman, Market Development Manager of Digital Films for Tekra. These books are broken down into various categories, either by press type or by substrate type. Each section is tabbed and the materials are laid out in a 'waterfall' format so you can compare one film to another within that segment.

Dura-Go® contains sections:

- Rigid Vinyl
- Polyester
- Polystyrene
- Polycarbonate
- Synthetics
- Hardcoated films
- Specialty Items
- Vinyl Label Stocks
- PET/BOPP Label Stocks
- Paper Label Stocks

ToneKote™ contains sections:

- Vinyl
- Polyester
- Label Stocks

JetView™ contains sections:

- JetView™ UV
- JetView™ Solvent
- JetView™ Latex

Each of the JetView™ sections contain polyester and polycarbonate items.

These books come individually and can be selected for the appropriate press type.

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 nearly 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 an Authorized Master Converter 3M adhesives.