



## PRESS RELEASE

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### **TEKRA INTRODUCES THE ADDITION OF TWO NEW DRY ERASE HARD COATED POLYESTER FILMS**

New Berlin, WI - Tekra, A Division of EIS, Inc. has introduced two new hard coated dry erase polyester films to their actively stocked line of hard coated films. Both coming in 5 mils thick, Tekra is now stocking a [Clear](#) and [White Hard Coated Gloss Dry Erase Polyester film](#).

“Our gloss dry erase coating has exceptional write and erase characteristics,” states Andy Danihel, Director of Marketing for Tekra. “The dry erase coating has been tested with a variety of colors of standard dry erase markers and can be easily erased without any ghosting of the inks. With the dry erase coating also being a hard coat, the coating is also resistant to household cleaners and other general chemicals making it a great choice for applications in harsher environments.” Common applications for Tekra’s dry erase hard coated polyester films include commercial and industrial white boards, large promotional dry erase signs, and custom overlaminates.

Both the white and clear dry erase hard coated films are stocked in 55” wide master rolls that can easily be converted down to sheets or slit rolls. Other film gauges can be coated on a custom basis. Free test samples are available. Visit [www.tekra.com](http://www.tekra.com) or call 1-800-448-3572 for more information.

*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.*