



PRESS RELEASE

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JETVIEW™ LATEX 15 Mil BACKLIT POLYCARBONATE Stronger Backlit Film from Tekra, A Division of EIS, Inc.

New Berlin, WI - Tekra, A Division of EIS, Inc. has recently added a 15 mil JetView™ Latex White Translucent Matte/Gloss Backlit Polycarbonate film to their line of Latex Inkjet films.

“Our new 15 mil White Translucent Matte/Gloss Backlit Polycarbonate film is a great addition to our JetView™ Latex line,” states Rebecca Fuhrman, Market Development Manager for Digital Films. “This new thicker film offers the rigidity needed for many applications, reducing the need for mounting the film post-print. This compliments the superior ink anchorage this film offers which reduces the need for post-processed to protect the inks, making this an overall sturdier and more cost-effective product for our consumers,” continues Fuhrman.

Other features of Tekra’s 15 mil JetView™ Latex Matte/Gloss Backlit Polycarbonate film include excellent ink adhesion, with a vibrancy across the color spectrum and a light transmission of 32.5%. “The light transmission value of this film helps diffuse the light in a way that will help reduce hot spots when back lit, but also allows enough light through to ensure the latex inks pop the way they are intended,” states Fuhrman. With this new offering, Tekra now has backlit polycarbonate options in 10 mil and 15 mil white translucent colors, as well as, a 15 mil clear. They also offer an 8 mil polyester. This 15 mil addition significantly helps round out their line of backlit offerings for the Latex market.

Free test samples are available by contacting Tekra at 1-800-448-3572.

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.