



# PRESS RELEASE

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**September 2017**

## **JetView™ Latex Low Tack Window Film**

**Make a statement 24 hours a day with Tekra's new window film.**

New Berlin, WI - Tekra, A Division of EIS, Inc. has just released a new film to their JetView™ Latex line of films. This film is a low tack window film that can be lit from either direction. "Front-lit, backlit or sunlight, this material will allow you to have a vibrant message visible in your store windows. It offers lay flat properties and polyester base means that it can withstand the heat of a sunlit window without warping" states Rebecca Fuhrman, Market Development Manager of Digital Films at Tekra. This material is optimized for Latex and UV ink receptivity. "The versatility of this material allows it to be a mainstay product for any wide-format print jobs using inkjet presses," continues Fuhrman.

Tekra's JetView™ Latex Low Tack Window Film is 6 mils thick with removable adhesive and it is offered in 2 roll sizes: 36" x 20' and 60" x 100'. This film will be featured at the SGIA Expo in New Orleans, LA October 10-12, 2017.

*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.*