



PRESS RELEASE

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New Inkjet Backlit Media Available at Tekra

New Berlin, WI - Tekra, A Division of EIS, Inc. Tekra, a Division of EIS, as announced a new backlit media: JetView Latex 7.6 mil Backlit Display Film. It is a replacement for their original latex printable backlit polyester, but offers some improvements.

When asked about the differences Rebecca Fuhrman, Market Development Manager at Tekra, stated, "This film is just slightly thinner, making it a little more flexible for scrolling signage, and it is on the 'whiter' side of the spectrum, which allows the colors on a backlit print to pop". This film has a gloss finish, and is printable with both latex inkjet, and UV inkjet formats. "Versatility is key in this market. Being able to print one film with whichever print method they have available helps pare down inventory levels for the customer, creating a more fluid operation, helping the bottom line", Continues Fuhrman.

Other features of this film include scratch resistance, water-resistance, and non-curling polyester base film. Stocked configurations offered are 54"x90' rolls and 72"x98' rolls, and up to 86" wide with a custom order. The suggested applications include scrolling signage, transit graphics and retail graphics.

Samples are being offered from Tekra by contacting a representative.

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.