



# PRESS RELEASE

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## **Tekra, A Division of EIS, Inc. Showcasing Solutions at ISA**

New Berlin, WI - Tekra, A Division of EIS Inc., will be showcasing at the [International Sign Expo \(ISA\)](#) at the Orange County Convention Center in Orlando, FL, March 22-24, booth #3938. ISA is the largest tradeshow for the sign and graphics market, including printers, installers, sign companies, media vendors and designers. With over 600 exhibitors, providing solutions is the association's objective for the industry. "Tekra has found this show to be highly valuable from both an education and exposure standpoint", states Rebecca Fuhrman, Market Development Manager of Digital Films at Tekra. "At Tekra, we strive to be a constant resource for our customers, its one way we add value to the customer experience. When you combine our technical knowledge with our premium vendor partners, and we can offer total solutions into this market", continues Fuhrman.

Tekra will be showcasing their [Inkjet](#) line of films with a focus on their backlit media and bonding solutions. "Our [JetView™](#) line of inkjet-ready films are substrates optimized for [UV inkjet](#), [latex inkjet](#) and [solvent inkjet](#) printers. These lines fit the sign market the best, and all offer a backlit option to add durability and reduce post processing. These products can often help bring costs down for printers", states Fuhrman.

To learn more about Tekra's portfolio, follow them on their social media platforms; [Facebook](#), [Twitter](#), [Google+](#) or [LinkedIn](#) and pick up a sample in Orlando at booth #3938.

*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.*