



# PRESS RELEASE

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**March 2019**

## **Tekra, A Division of EIS, Inc. to Exhibit at the International Sign Expo**

New Berlin, WI - Tekra, A Division of EIS, Inc., Will be exhibiting at the Sign Expo in Las Vegas, NV April 24th-26th, Booth #1165. The ISA International Sign Expo® brings in around 20,000 attendees annually to explore the latest and greatest in the sign, graphic and print markets. Tekra will be showcasing their films and adhesives. “When you have an application that needs a little extra stability, plastic films are the way to go”, states Rebecca Fuhrman, Market Development Manager of Digital Films at Tekra. Their booth theme this year is ‘Leave Your Mark’, intended to highlight the longevity digitally printable films can offer when compared to alternative products. “With digital printing you have so many opportunities to print complex and eye-popping signs. When you combine that with films that will display vibrant color and withstand the test of time, you really can leave your mark”, Continues Fuhrman.

Their featured films this year will include latex inkjet printable polyester, polycarbonate and window films in clear and translucent, as well as their JetView™ Blockout Display film, printable with UV or Latex inkjet formats. Additionally, they will be showcasing their 3M™ adhesive and bonding solutions. To learn more about their offerings and how durable films and adhesives can help you ‘leave your mark’ in the industry, visit them at booth #1165.

*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.*