



# PRESS RELEASE

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## **Tekra, A Division of EIS, Inc. to Exhibit at the SGIA Expo 2017 in New Orleans, Louisiana**

New Berlin, WI - [Tekra, A Division of EIS, Inc.](#) will be at booth #2711 showcasing their lines of coated films and adhesives this year at the SGIA Expo in New Orleans, Louisiana. The SGIA Expo is known for bringing the world's leading print suppliers together once a year to share ideas, resources, and technology within the industry. "With the ever-changing technology and the advancement in ink formulations, the world of plastic printing is expanding," states Rebecca Fuhrman, Market Development Manager of Digital Films at Tekra. "Our longevity with the show has allowed us to see the print evolution first-hand. Our goal is to help determine what the customer needs for their specific application and use our resources and development teams to provide the proper films, coatings, adhesives, and even conductive inks. SGIA is the perfect platform to show a variety of customers our capabilities," continues Fuhrman. Tekra has been participating in the SGIA show for the better part of four decades.

This year, Tekra will be showing their line of plastic films for various digital printing platforms, as well as, their line of hard coated films offering chemical and scratch resistant coatings. They will be featuring a few new digital products which will include a window film in their JetView™ Latex inkjet line, a blackout film in their JetView™ Solvent inkjet line, and a chalkboard film in their JetView™ UV inkjet line. Samples of these materials will be available at the show in booth #2711.

*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.*