



# PRESS RELEASE

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## **Tekra, A Division of EIS, Inc. to Exhibit at the SGIA Expo 2018 in Las Vegas, Nevada**

New Berlin, WI - Tekra, A Division of EIS, Inc., will be showcasing at this year's SGIA Expo, October 18-20, at the Las Vegas Convention Center in Las Vegas, NV. The expo theme this year is "What's On The Horizon" and is expected to highlight the newest and predicted trends in printing. Tekra has chosen a booth theme this year of "Extreme Solutions for Extreme Applications" to compliment the Expo theme. "We see more and more requests for films to be more impactful in the print industry. Customers need their finished goods to perform in ways, and to levels, they never have before. Understanding how to select not only the appropriate film for your application, but adhesive, and print method as a combination, is becoming more important," states Rebecca Fuhrman, Market Development Manager at Tekra. "We have the experience and the solutions for these 'extreme' applications, and felt this was a foreseeable trend that needed to be highlighted," continues Fuhrman.

Tekra will be featuring hardcoated films, including their new ProTek® Velvet Texture Heat Stabilized Polyester, as well as their flame retardant polycarbonates, conductive inks, adhesive solutions and digital films. "One of our new materials this year will be our JetView™ Latex Inkjet White Rigid Vinyl, which combines a durable substrate with robust latex inks. This virtually eliminates the need for overlaminates, reducing overall costs. It's just one of many solutions we have to offer at this year's show," states Fuhrman.

To learn more about Tekra's 'extreme solutions' follow them on their social media platforms: Facebook, Twitter, Google+ and LinkedIn and stop at booth #347 in Las Vegas for samples and information.

*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.*