



PRESS RELEASE

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Tekra, A Division of EIS, Inc. Nominated for WFS Product of the Year! JetView™ Latex Backlit Polycarbonate

New Berlin, WI - Tekra, A Division of EIS, Inc. has been nominated for Product of the Year by Wide-Format & Signage for their JetView™ Latex Backlit Polycarbonate material. This film is offered in a white translucent color at 10 and 15 mils thick and is known for its excellent scratch and abrasion resistance in the field when paired with latex inks. "The Matte/Gloss finish offers dual side printability with amazing adhesion" states Rebecca Fuhrman, Market Development Manager for Digital Films. "Its versatility and durability is unmatched and its light transmission value helps diffuse light in a way that reduces hot spots and allow colors to truly pop" continues Fuhrman.

The winners of the WFS product of the year will be announced during the ISA show in Las Vegas in April. You can vote for your favorite product through February 24th by clicking [here](#).



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.