



PRESS RELEASE

Contact: Rebecca Fuhrman
Phone: 800-448-3572
E-mail: rfuhrman@tekra.com

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Versatile. Vibrant. Value. Tekra shows how films fits the bill and more at PRINTING United in Dallas this October 23-25.

New Berlin, WI - Tekra, A Division of EIS, Inc., will be showcasing at the PRINTING United show from October 23-25 in Dallas, TX. With thousands of visitors, PRINTING United will highlight all that is bigger, better, and bolder in the printing industry.

Tekra's theme this year; "Vibrant. Versatile. Value", is a nod to the show's overall focus to demonstrate how plastic films fit right into the market's needs to diversify product offerings and increase profitability.

The theme is more than just words to Market Development Manager of Digital Films at Tekra, Rebecca Fuhrman. "This year's theme is meant to showcase just how impactful and profitable choosing a film can be for almost any application. Versatility means that we have products to suit an array of applications, printable in a variety of methods, without sacrificing vibrancy. When you think about how choosing one film can serve across multiple platforms, you start to really see the true value in our Media," stated Fuhrman. They plan to show their full line of offerings including hardcoated films, digital print substrates and adhesives, with an emphasis on how these items can work together for full solutions. "When you couple our media options with our full line of 3M adhesives, and our ability to be a technical resource, you can quickly see how our 'one-stop-shop' approach to the market allows our customers to become profitable while ensuring top quality," continued Fuhrman.

Tekra's main features of this show include the new 3M™ Versatile Print Label Material, compatible across six diverse print methods, including water-based flexographic. Also, ProTek® Velvet Polyester for hardcoat applications, printable with screen inks, UV inkjet inks or HP Indigo inks. Tekra's line of ProTek films are optimal for a variety of industrial applications. You can learn more about, and request samples, of these materials and the rest of their extensive lines, at booth #7427 during PRINTING United. For more information on the show, visit <https://www.printingunited.com/>

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.