



PRESS RELEASE

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December 2011

TEKRA INTRODUCES NEW TONER PRODUCTS TO THE TONEKOTE™ PRODUCT LINE

New Berlin, WI – Tekra Corporation introduces two new additions to the ToneKote™ line for use on dry toner based systems.

Tekra's success in the digital printing environment has paved the way for continued expansion in its own toner based substrate brand called ToneKote. Although polyester has been the main driver in this market, rigid vinyl (PVC) has increasingly become a product of interest for digital printers. Tekra has answered back with the addition of two new stocked products, a 10 mil and 15 mil white PVC with a toner receptive coating on both sides.

By greatly enhancing and preserving toner adhesion, these PVC films are ideal for adding longevity to in-store signage and other POP applications. With improved smudge resistance and added durability, signage can be replaced less frequently with great cost savings for the end-user. The two-sided matte surface reduces the appearance of scratches and normal wear to create a visually appealing store image. Both of these stocked products are available in custom sizes, low minimums, fast turnaround, and competitive pricing.

Due to the different types of toner equipment, Tekra strongly recommends that these products are tested before ordering. For more information on the expanding ToneKote line or to request free samples, please contact Tekra Corporation at (800) 491-9578 or visit our website at www.tekra.com. Stay tuned, as additional products including label stocks and durable polyesters will soon be available in multiple gauges under the ToneKote line. Please contact Tekra with all other custom toner needs.

Tekra Corporation has provided plastic film and adhesive solutions to the printing industry for over 30 years and to the digital films industry for over 10 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 Converter and Distributor for 3M adhesives.