

Tekra to Feature Low Tack Window Film at ISA

Tekra will be exhibiting at the International Sign Expo (ISA) in Orlando, March 22-24, 2018. After last year's success, we are excited to be able to continue participation in the largest expo for the sign and graphics market. ISA focuses on trends in wide-format printing, with manufacturers such as HP, Mimaki, EFI, and Roland.

Tekra's growing portfolio of inkjet printable materials, suitable for wide-format digital applications, make this show a natural fit. We will specifically be featuring our inkjet lines of films, including: [JetView™ UV](#), [JetView™ Latex](#), [JetView™ Solvent](#) and [3M™ Commercial Solutions](#). Alongside our printable substrates, we will be available to discuss our [adhesive and over laminate products](#), creating full-solutions for many sign shops.

One of Tekra's most sought-after products in 2017 was our [JetView™ Latex Low Tack Window Film](#). This film offers excellent versatility with both UV and Latex Inkjet ink compatibility. This 6 mil polyester is dimensionally stable and has removable adhesive, making it easy for store employees to apply. It is now offered in frosted, white and clear. Be sure to stop by booth #3938 to check out this one-step window graphic that will be sure to solve your graphic window-application needs.

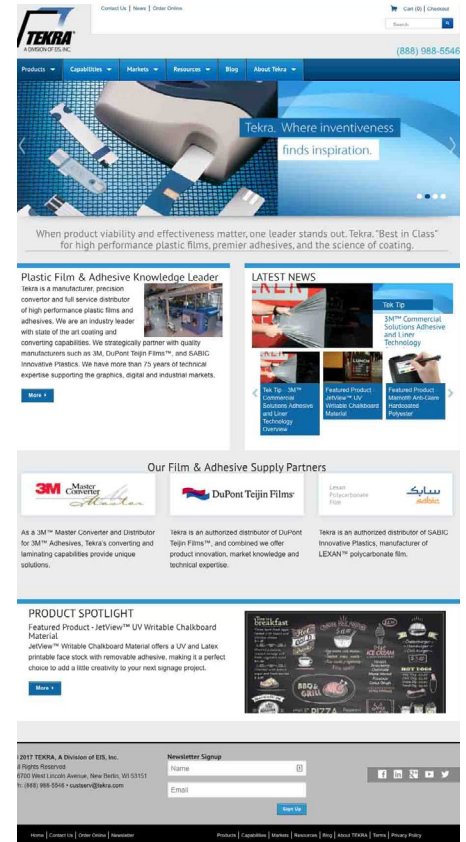


8 Ways to Ensure Business Success Through A Strong Digital Presence

If you Google "Melinex" you might expect to find DuPont Teijin Films' website. What you will actually find is the Tekra website not just first, but front and center as the top 3 websites listed. Yes, even over DuPont themselves. It's clear our digital transformation has been a key part of our success over the past 10 years. It has paved the way for growth opportunities and has had a direct impact on the success of our business. In addition, a major asset during this process has been [Top Floor](#), our digital marketing partner. Together the Tekra and Top Floor marketing teams have compiled an expert roundup of eight tips to guide your digital transformation to success.

Tip 1: Your Website Matters Most

Many businesses underestimate the potential of their website and its influence on the B2B sales process. Most industrial companies consider their website to simply be an online brochure to showcase their products and services, when in fact, your website has the potential to be your best sales representative. As we know, first impressions are everything and your website is often the first impression you give potential customers. An optimized, efficient and well-designed website structured specifically for your target audience is the most critical part of any marketing strategy. So, make sure to take the time and make a smart investment in your website before you move onto any advertising, because the last thing you want to do is put more advertising dollars towards a poor representation of your company. Simply put your website is the most important marketing tool you have. It is the core of all your marketing efforts and sets the path for what will be a marketing success or failure. Is your website working for you? Sign up for a free audit from Top Floor [here](#).



Tip 2: Be Found

On Average, B2B buyers and decision makers perform 12 searches before reaching out to a particular company. Additionally, over 70% of those B2B searches begin with a generic search for a product or service with no specific brand mentioned at all. Will your company be found? Paid and Organic Search are equally important to an effective search marketing strategy. By utilizing a combined approach, integrating SEO and PPC campaigns, you will be better equipped to reach your audience during those initial 12 searches. Hard truth: If you are not investing in SEO and PPC, you are falling further and further behind your competition.

[Click here](#) to continue article on page 3.

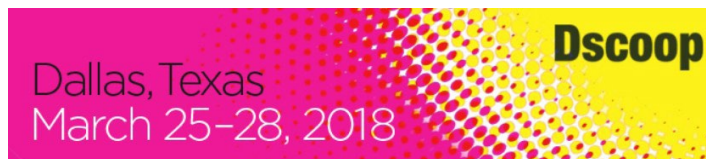
3M™ Medical Materials & Technologies

Featured Products

3M™ Medical Materials and Technologies has several new medical tapes they've introduced to the market recently [3M™ 9984 Surfactant Free Fluid Transport Film](#) is an optically clear, surfactant free hydrophilic fluid transport film designed for capillary fluid transport. This material is chemically inert with a non-leaching hydrophilic coating. The material does not require a pre-mask and has a low contact angle. Possible applications include fluid transport through blood glucose test strips or lab-on-a-chip constructions. The material can also be used in the construction of general medical devices as well. [3M™ 9969 Diagnostic Microfluidic Transfer Adhesive Tape](#) is a one mil neutral acrylate adhesive sandwiched between two clear, silicone coated polyester release liners. Potential applications for 3M™ 9969 Diagnostic Microfluidic Adhesive Transfer Medical Tape include test strip applications, 'lab-on-a-chip' diagnostic consumable constructions and general medical device use. Finally, [3M™ Single Coated 4076 Spunlace Extended Wear Nonwoven Medical Tape](#) is a breathable, conformable single coated tape designed for long term (<=14 days) wear applications. The material is easy to handle and has moderate stretch. The material is designed to be used for extended wear device attachment or as a cover tape in long term wear applications. Skin can be challenging to bond to. It's constantly changing making it difficult for adhesives to attach to it. Call Tekra today at 1-800-448-3572 and let us help you select the correct medical tape for your application.



Tekra to Attend Dscoop Dallas



Tekra will be showcasing for the 12th time at Dscoop, March 25-28, in Dallas, TX. At booth #36 we will be displaying a wide range of digitally-printable films, from Indigo-ready PVC, polyester and polycarbonate to Inkjet printable films; featuring UV Inkjet and Latex Inkjet-ready substrates.

The Dscoop conference is a national event specifically meant for HP users. Tekra has participated since their first conference in 2006 and has consistently found this event to be beneficial from multiple angles. Whether you are attending for further education, to see the presses in action, or to drum up new substrates and application ideas, this show will be able to offer you what you came for.

When you visit our booth, you will be able to find a wide range of materials specifically created for the HP press platforms. One of the staples is our [Dura-Go® Polycarbonate](#) line. This line of films is geared towards specialty applications such as nameplates, faceplates, high-performance graphics and durable labels. Offered in multiple finishes; the most common way to process this film is by 'second-surface printing'. 'Second-surface printing' protects the HP Indigo inks with the polycarbonate, while also adding a nice texture to the graphic, creating the desired aesthetic, or diffusing light; reduces glare. Matte, velvet, and gloss finishes are available in a gauge range from 5 mils – 20mils. Come see the superior ink-adhesion of our Dura-Go® Polycarbonate line, while also checking out all of the Indigo and inkjet print-ready materials that Tekra has to offer. Booth #36.

New! Melinex® FR220: VTM-0 UL Rated Flame Retardant Polyester Film

For decades, industry designers have relied on polyester films for their inherent physical durability, chemical resistance and low water absorption. However, a typical polyester flame class certification of VTM-2 left many engineers seeking more inherent flame retardant polymers – at a higher cost.

Recently, [DuPont Teijin Films \(DTF\)](#) introduced [Melinex® FR220](#) – a new class of clear, halogen-free VTM-0 flame retardant polyester films. These films are specifically engineered for wide ranging high performance applications including: laminate structures used in construction and transportation, battery labels, wire & cable insulating materials, electronic office products, lighting and flexible printed circuitry.

The genesis for a new PET flame retardant film type was driven by more stringent fire safety requirements in the construction,



and industrial industries. What resulted was a high flame retardancy, at a lower cost – a suitable alternative to other costly FR polymer types, such as polyimide.

Tekra, A Division of EIS, Inc. has access to Melinex® FR220 in gauges ranging from 200 to 500. Future innovations may include thinner gauges (100 ga). If your project calls for a high performance VTM-0 flame rated, clear polyester film, please [click here](#).

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Tip 3: Know Your ROI

One of the top pain points is knowing whether the money you spend on digital marketing actually generates income. So before investing in digital marketing, you will need to answer the most important question of all. How will you judge the success of a digital marketing program? Over the years we've found that many organizations don't track the ROI of their marketing efforts at the level that they should. These are the same individuals who don't feel the effects of their digital marketing efforts. How will you know you're getting results if you don't have a plan for measurement? The first part to tracking the success is making sure your Google Analytics is set up and ready to integrate with all your campaigns. This includes setting up goals to track items like RQFs, phone calls, and contact forms as well as making sure that you are tagging all your online campaigns for Google to track the visit through to the conversion point. By making sure to have this in-depth conversion data, you will be able to attribute certain efforts down to specific sales opportunities and adjust your efforts based on what is working best.



Tip 4: Make Sure Your Content is on Point

A Roper Survey of business decision makers found that 80% prefer to get information about a prospective purchase from articles instead of advertising. The same survey found that 70% say content makes them feel closer to the sponsoring company and 60% say content helps them make better buying decisions. As you can see, content marketing is the new digital advertising. Your target audience is tired of ads. They want something more challenging, interesting, and worthwhile. You want to present content that will make your audience a better them. The content has to be digestible information, whether it's presented in the form of an article,

a blog post, online quiz, downloadable template, an infographic, video, memes, or whitepapers. This content gives the user a better understanding of your company and your approach, which allows them to qualify themselves before they reach out.

Tip 5: Get Social

You may initially think social media doesn't belong in the B2B Industry, but that's where you might be mistaken. In fact, social media can be more transformative for a B2B company because of the smaller potential customer base, a higher average price point, and a customer decision funnel that is more influenced by word of mouth and reputation. Turning your customers into advocates and marketers on behalf of your brand pays off a lot more when you're selling expensive pieces of equipment than it does when you're selling smaller, less valuable items. With social media becoming a highly popular channel for B2B marketers to share information with potential buyers, structuring a strategic and engaging social media marketing campaign is imperative to the campaign's success. Evaluate your existing content and campaigns to see what methods are currently working for your business and where you should focus your marketing efforts.

Tip 6: The Importance of Creative

One of the single most important aspects of successfully marketing a business is creating and maintaining a professional and cohesive brand image. How your business appears to the customer is just as important as the products or services you offer. We are all visual creatures and we can process visual information almost instantly. Imagery and design can be a powerful way to capture your audience, as well as differentiate your product from the competition. A single design or image can convey so much more than a block of text can. It can help explain a complex concept, making it so much more valuable to your users. When it comes to creative, make sure every element in the design reflects the brand – everything from the shape of the buttons to the fonts and colors chosen throughout. Whatever elements you adopt, they should be applied consistently across your different marketing materials.

Tip 7: The Right and Wrong Keywords

A whopping 75% of search engine users never go past the first page of search results? If you aren't already tuned in to how important developing a B2B SEO marketing strategy, that fact alone should serve as a wakeup call. When looking to increase traffic on your site or blog, using relevant keywords should be step one. A strong keyword strategy is important for SEO because it increases both site visibility and traffic. It is a common misconception that sprinkling your chosen keywords randomly throughout your site is enough to improve SEO for B2B marketing. Creating a strong keyword strategy is one of the most important things you can do to improve SEO. It is equally important to know how to do it right, as well as understand why it's so necessary. Make sure to align your keyword use with the terms your audience is using. And try to keep these keywords as specific as possible; using a wide variety of keywords may get more eyes on your site, but it'll likely result in fewer conversions.

Tip 8: It's About More Than Just Traffic

Gaining traffic to your website is great, but it's not everything. It's important to remember to plan for conversions and make that your primary goal. Conversion rate optimization is more than just analyzing numbers and testing colors and layouts. It is all about the needs/wants of the customers and finding out where the website or landing page fails to fulfill that need or want. There are quick wins in most everything, and CRO is not an exception. Implementing some easy fixes to a site or landing page can yield significant increases in conversion. CRO is and should be top-of-mind for all companies that have a digital presence. The impact that it can have on maximizing ROI in itself is why everyone should have CRO on the top of the list for B2B lead-generation.

Tekra's website marketing efforts in the B2B market space has accelerated our sales growth. Is your website helping or hurting your marketing efforts? Our partner, Top Floor is offering a [Free Website & Marketing Analysis](#) compliments of Tekra and Top Floor. Take advantage of it today and reap the rewards in the future.