

Sihl LLC

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PRESS RELEASE

FOR IMMEDIATE RELEASE

SIHL INTRODUCES NEW SUPERDRY™ and CLASSIC™ DISPLAY FILMS FOR AQUEOUS INKJET PRINTERS

CHESAPEAKE, VA. August 11, 2009 - Sihl, a global leader in the manufacturing and distribution of photo papers, matte papers, films and specialty media for digital imaging technologies, announces four new inkjet display films for tradeshow graphic applications, rollup banners, point of purchase displays and retail advertising.

Sihl SuperDry™ Rollup Film with Blockout – 3172 (10mil)

Sihl 3172 is a 10 mil, co-extruded, white, polyester film with a 100% light-block layer on the reverse side to eliminate image washout caused by light diffusion. The durable 10 mil polyester construction is ideal for trade show pop-up displays, photo reproduction and other point-of-sale displays. It is intended to pair with 10 or 15 mil overlaminates to create an indestructible graphic, which can withstand repeated rolling in portable display units without tearing, edge fraying or delaminating. 3172 features a proprietary, instant dry, microporous ink jet coating to maximize imaging performance and durability with today's most popular thermal and piezo pigmented inkjet inks.

Available in the following sizes: 36" and 50" x 100 foot rolls.

Sihl SuperDry™ Rollup Film with Blockout - 3170 (7mil)

Sihl 3170 is a 7 mil white opaque polyester film with a brilliant white glossy finish for outstanding "color pop" and a co-extruded grey-back for 100% light-block. The durable construction is engineered to withstand repeated rolling in portable display units without tearing or edge fraying. The light-blocking layer eliminates image washout caused by light diffusion. 3170 features a proprietary, instant dry, microporous ink jet coating to maximize imaging performance and durability with today's most popular thermal and piezo pigmented inkjet inks.

Available in the following sizes: 36", 44" and 50" x 100 foot rolls.

Sihl SuperDry™ – Opaque White Display Film 3171 (5mil)

Sihl 3171 is a 5 mil white polyester film with a brilliant white glossy finish and outstanding "color pop". Ideal for tradeshow, photo reproduction and other point-of-purchase displays, this film offers a proprietary, instant dry, microporous ink jet coating to maximize production and

durability with today's most popular thermal and piezo pigmented inkjet inks. 3171 can be laminated with either low melt or pressure sensitive laminates.

Available in the following sizes: 36", 44", 50" and 60" x 100 foot rolls.

Sihl Classic™ Opaque White Display Film – 3174 (4mil)

3174 is a 4-mil white polyester with a high gloss finish and unsurpassed imaging performance with both thermal dye and pigment inkjet printers. 3174 can be laminated with pressure sensitive or low-temperature thermal activation overlaminates to create an ultra durable rollup display that resist delamination even with repeated use.

Available in the following sizes: 24", 36", 42", 50" and 60" x 100 foot rolls.

SGIA 2009

Sihl will be demonstrating these products at the SGIA tradeshow October 7-9, 2009 in New Orleans. Stop by the Sihl Booth # 1563 for more information on these innovative new products.

These new Sihl display films join a wide line of existing display films to create one of the broadest offerings in the industry. For additional Sihl Digital Imaging product information, please call 1-800-366-7393 or visit our website www.sihlusa.com where you can also find an authorized Sihl reseller near you.

About Sihl

Sihl is a leading global manufacturer of digital print media for display graphics, point-of-sale advertising, photo reproduction, CAD, office and at-home printing with sales, marketing and manufacturing sites in the USA, Italy, Germany, Switzerland and France. Sihl's expansive portfolio of digital printing media includes; poster papers, pressure sensitive block-out papers, clear, white and backlit films, semi rigid film for pop-up and roll up displays, canvas, scrim banner, pressure sensitive vinyl, and fabrics. Sihl LLC is U.S. headquartered in Chesapeake, Virginia USA. Sihl is a Diatec company.

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