



## PRESS RELEASE

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### **TEKRA ANNOUNCES NEW CARPET GRAPHIC ADVERTISING SYSTEM FOR HP INDIGO PRINTERS**

New Berlin WI - Tekra Corporation has announced the addition of a carpet graphic system to their line of Dura-Go products for HP Indigo printers.

Savvy marketers are constantly looking for different means to increase their product's sales and presence in the retail environment. Tekra's new Dura-Go Carpet Graphics Advertising System is an effective means of increasing foot traffic and improving brand recognition at the point of purchase by taking advantage of the small run, variable data capabilities of the HP Indigo press.

The two products in our carpet graphic system are:

- I82C034- 3.4mil white vinyl with removable carpet graphic adhesive
- L811062- 6.2mil clear velvet rigid vinyl overlaminating film

Our system, when printed and laminated together, will endure the associated wear and tear to be effective throughout the life of the graphic. The 3.4mil white vinyl and it's adhesive, provides a superb bond to many indoor low pile carpet surfaces, while still removing clean up to 90 days from installation. The 6.2mil clear velvet overlaminate protects the graphic while meeting the ASTM non-slip standards.

HP Indigo printable carpet graphics are an effective way to drive consumers to your customer's products to help increase sales. For more information on these new products for digital printing or for free test samples, please contact Tekra Corporation at (800) 448-3572 or visit our website at [www.tekra.com](http://www.tekra.com).

*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.*