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**FLEXcon to Feature Extended Line of
HP Indigo-Compatible Products at Dscoop5**

SPENCER, MA (February 5, 2010) — To meet the increasing demands of printers who are leveraging their HP Indigo presses to win lower volume, yet more intricate jobs, FLEXcon has rolled out 12 new HP Indigo-compatible substrates, one of which is a greener alternative for exterior window applications.

These products are applicable for a wide range of product identification and advertising applications, including reflective and conformable durable labels, graphic advertising for floors and windows, and prime labels. These new products, featuring FLEXcon's DigiPRO® HP Indigo-compatible topcoats, will be highlighted by FLEXcon at the upcoming Dscoop5 (Digital Solutions Cooperative) Annual Conference scheduled for February 18-20 in Dallas, TX. The addition of these 12 new products brings the total number of FLEXcon HP Indigo printable substrates to 32, all of which are from FLEXcon's vast Value Better Supreme (VBS) product offerings. These 12 new products are topcoated with FLEXcon's DigiPRO® HP Indigo-compatible TC-338 or TC-413 topcoats and can be shipped in 5 days or less. Products will be available in short runs (360 MSI, equivalent to 5 rolls 12" x 500') and have a one-year shelf life.

By utilizing FLEXcon's core competency in polymeric coating, converters can improve efficiency through hassle-free, one-stop shopping, as well as offer an overall cost savings. For converters who topcoat on-press, FLEXcon can provide a much more consistent stock with one less step for those converters to schedule and process, yielding an increase in their bottom line.

The 12 new HP Indigo-compatible products include:

- **CONFORMcal™ DGFSC400S & DGFSW400S:** This flexible, soft clear, white vinyl film provides excellent conformability for compound or curved surfaces such as sports helmets. The permanent acrylic adhesive bonds well to a variety of surfaces.

- **DigiPRO® DGBBSVL:** This bright, brushed silver polyester is an extension of the current DigiPRO® DG series for durable product identification labels and features a brushed stainless steel finish ideal for creating labels with a high-end, durable look.
- **REFLECTAmark® DGWSGS:** This acrylic film has a reflective glass bead coating ideal for long-range scannable barcode labels, and industrial caution and warning labels. It utilizes a high-performance permanent acrylic adhesive which bonds well to ABS, aluminum, stainless steel, and low-surface energy plastics.
- **WINDOWdeco™ 6230DG, 6240DG, and 6250DG:** These clear and white vinyls utilize a clear, low tack, removable adhesive that adheres well to exterior glass and Formica (for counter mats) surfaces over a wide range of temperatures and removes cleanly. **WINDOWdeco™ 6250DG**, a clear polypropylene with a low tack removable adhesive and sheet liner, is a greener alternative to 6240DG.
- **FLEXmark® floor art™ 6280DG:** This printable, clear vinyl offers full floor coverage, resistance to tearing and abrasion, allows for normal care with waxing and burnishing, and meets ASTM D 2047 and ASTM E 303 standards. **FLEXmark® floor art™** was also named as a 2009 SGIA Product of the Year.
- **optiFLEX® RESEAL™ PP20083D1:** This hard, clear polypropylene offers superior clarity to achieve the no-label-look on printed flexible packaging materials.
- **optiFLEX® EZ™ ZC82120D1:** This clear polypropylene offers conformability for many container shapes and provides maximum label and graphic coverage.
- **PHARMcal® PP20041D1:** The film clarity of this clear polypropylene enables the achievement of a no-label-look on clear vials and syringes.
- **DigiPRO® PRIME™ PP204120:** This clear polypropylene is perfect for packaging labels for cosmetics, household cleaners, and personal care, to name a few.

The breadth of FLEXcon's product offering encompasses prime label applications, graphic advertising for floors and windows, POP, power tools and outdoor power equipment, automotive, sporting goods, consumer electronics and more. Furthermore, FLEXcon's custom capabilities and customer focus differentiates us from the competition because we collaborate with customers to find an application-specific solution when an off-the-shelf product won't meet their requirements.

For more information on DigiPRO® products for alternative advertising and prime label applications, contact FLEXcon's Product Branding Business Team at (508) 885-8370.

For more information on DigiPRO® offerings for product identification, contact FLEXcon's Product Identification Business Team at (508) 884-8300.

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FLEXcon is an ISO 9001:2008 worldwide manufacturer of pressure-sensitive films and adhesives for applications including indoor and outdoor advertising, bonding/mounting, and product identification, safety, hazard, bar-coded, and primary labels. The company's Value-Better-Supreme (VBS) product offering is the most extensive standard product offering in the pressure-sensitive film industry. FLEXcon is also a leader in developing custom solutions to meet unique converting or application needs. FLEXcon's mission is to provide its customers the highest quality products with exceptional service. The company is headquartered in Spencer, Massachusetts, and has operations throughout North America and Europe, with distribution worldwide.

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