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For Immediate Release

MACtac® Printing Products' Starliner® Brand of Sheet Solutions Goes Digital

Popular Starliner pressure-sensitive sheet stocks now available for digital printing

Stow, Ohio—February 10, 2010—Merchants and commercial printers who rely on the quality and value of [MACtac® Starliner®](#) pressure-sensitive sheets for offset printing can now experience the same reliability and quality offerings for digital solutions. Building on more than 40 years of industry knowledge and expertise, MACtac is launching the latest Starliner evolution specifically designed for digital press technology—Starliner Digital.

MACtac's Starliner Digital line of pressure-sensitive sheet stocks offers the performance of Starliner paired with MACtac's *Seriously Cool Technology*, allowing customers to tap into new business opportunities in the constantly expanding digital market. Meeting needs specific to digital technology, products in MACtac's Starliner Digital line enable printers to handle short runs and provide fast turnaround on projects without losing the image quality of offset printing.

"Digital printing is one of the few segments of growth in the printing industry, and the ability to handle shorter runs, especially in the current economy, is helping to fuel this growth," said Cathy Kimpton, marketing manager, MACtac Printing Products. "Starliner Digital gives merchants and printers quality, pressure-sensitive sheets they have come to expect from MACtac, reinforcing MACtac's pledge to offer new solutions that help our customers bring their inspirations to life."

(more)

Starliner Digital sheets, certified for Indigo press technology, come in seven coated and uncoated paper stocks, including two post-consumer waste facestocks, as well as five film stocks, including white and clear vinyl, Teslin and synthetic paper.

Featuring MACtac's patented non-ooze adhesives paired with a lay flat liner, Starliner Digital products offer reliability and superior printability characteristics, making them suitable for applications such as retail signage, exhibit and point-of-purchase displays, as well as address labels and prime labels.

For more information on MACtac's Starliner Digital line or other high-quality products available from MACtac Printing Products, call 800-255-9733, e-mail MACtac.Americas@bemis.com or visit www.MACtac.com/SheetProducts.

MACtac is a leading global supplier of pressure-sensitive adhesives. Founded on personal service, technical support, quality assurance, custom capabilities and supply chain efficiency, MACtac is dedicated to providing superior quality to its customers. Headquartered in Stow, Ohio, MACtac is a subsidiary of the Bemis Company, Inc., the largest flexible packaging supplier in North America. For more information, please visit www.MACtac.com.

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