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MAGIC® BRAND INTRODUCES DMCF4HPS CLEAR POLYESTER FILM

New Media Features Removable Edge Strips for Printers Requiring Edge Media Sensing...

SOUTH HADLEY, Mass, January 23, 2002 - Magic® brand announced today that it has developed a new clear polyester film designed specifically for Hewlett-Packard printers that require edge media sensing. The new 4-mil clear polyester film features removable edge strips, and accepts most dye-based and pigmented OEM inks.

Due to its pigment ink compatibility, Magic DMCF4HPS is ideal for full-color window graphics. The film is also well suited for mapping and seismic overlays, full-color graphic indoor signage applications, color separations for screen-printing and can be laminated to PSA vinyl as a low cost trade show graphic. Magic DMCF4HPS has a one-year life expectancy when used for window graphics printed with UV inks, and an indoor product life expectancy of two years.

"By using Magic DMCF4HPS, printers are able to meet edge media sensing specifications without sacrificing quality or value," said Lowell Strom, product manager at Rexam Image Products. "This new polyester film product adds increased versatility to our expanding Magic media line."

Magic DMCF4HPS can be used on all Hewlett-Packard DesignJet(R) series, as well as ENCAD Novajet(R) equipped with GS inks, Colorspan(R) and most water-based piezo printers. For added surface protection, it is recommended that a non-thermal, pressure-sensitive overlamine be applied.

ICC color management profiles can be found on www.magicinkjet.com, and are downloadable for specific RIP, printer, ink and media combinations. ICC profiles are generated on a continual basis; please check the web site for profiles currently available.

Magic DMCF4HPS is currently available in the following sizes and trade prices.

Size	Part Number	Trade Price*
36" x 10'	45954	\$ 18.46
36" x 75'	45956	\$135.46
42" x 75'	45958	\$161.54
54" x 75'	45960	\$207.69
60" x 75'	45962	\$230.77

* For actual prices, call an authorized Magic reseller

For more information about DMCF4HPS or Magic brand media, call 800-628-8604 or visit our Web site at www.magicinkjet.com.

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The Magic brand consists of an array of digital imaging media products manufactured and marketed globally by Rexam Image Products, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; weatherable films; and microfilm. Rexam Image Products has seven manufacturing facilities in the United States and Europe. Headquartered in Western Massachusetts in the U.S., Rexam Image Products is a wholly owned subsidiary of Rexam Inc., the U.S. division of Rexam PLC.