

### FOR IMMEDIATE RELEASE

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## MAGIC® BRAND EXPANDS ITS PRESSURE-SENSITIVE MEDIA LINE WITH NEW DMVLA4 & DMVLA4X MATTE CALENDERED VINYL

New Pressure-sensitive Ink Jet Vinyl Offers a Economical Alternative for Printing Short-term Mounted Signs...

**SOUTH HADLEY, Mass, April 24, 2002** - Magic® brand announced today the addition of DMVLA4 matte calendered vinyl to its pressure-sensitive adhesive, wide format ink jet media options. This new adhesive-backed vinyl media offers a lower-cost option for mounted signs and displays for indoors and outdoors. Its specialized coating makes it compatible with most pigment-based inks.

DMVLA4 is a white, opaque, 4-mil, matte, calendered vinyl with a permanent, solvent-based pressure-sensitive adhesive backing. Its design makes it compatible with pigmented inks used with Encad NovaJet®, ColorSpan®, Hewlett-Packard DesignJet®, and Epson 9500 printers as well as aqueous piezo printers such as Epson®, Mimaki® and Mutoh®. DMVLA4X is designed especially for Xerox Xpress® and X2® systems. DMVLA4 also features a water-resistant coating, good for outdoor applications for up to three-months without over lamination.

"Digital imaging professionals are always looking for options - to better address each customer's requirements and manage production costs. New DMVLA4 provides digital printers with a more economical PSA vinyl alternative," said Ed McCarron, product manager. "DMVLA4 will be a sound and reliable performer with greater durability than PSA polypropylene and heavyweight papers. While DMVLA5 remains the most robust calendered PSA vinyl in the Magic line, new DMVLA4 is the ideal alternative for cost-sensitive, shorter-term jobs."

The Magic brand family of pressure-sensitive products includes polypropylene DMPPM7PSA, heavyweight coated matte paper DMPG170PSA, premium gloss vinyl DMVHA5 and matte vinyl DMVLA5, clear low-tack polyester film DMCCF4, resin-coated photobase papers - glossy DMPHA7 and lustre DMPLA7, and cast vinyl DMCVLA3.

An expanding library of ICC color management profiles for Magic media can be found at [www.magicinkjet.com](http://www.magicinkjet.com), and are downloadable for specific RIP, printer, ink, media and operating system combinations.

Magic DMVLA4 matte, calendered, pressure-sensitive, wide format ink jet vinyl is available in the following sizes and prices:

Size	Part Number	Trade Price*
24" x 40'	44949	\$ 86.60
36" x 10'	44950	\$ 32.60
36" x 40'	44951	\$129.60
36" x 75'	44952	\$218.70
42" x 40'	44653	\$172.60
50" x 40'	44954	\$180.80
50" x 75'	44995	\$305.10
54" x 40'	44955	\$195.20
60" x 40'	44956	\$216.80

\* For actual prices, call an authorized Magic reseller

For more information about DMVLA4 or Magic brand media, call 800-628-8604 or visit our Web site at [www.magicinkjet.com](http://www.magicinkjet.com).

*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.*