



PRESS RELEASE

# MAGIC<sup>®</sup> INTRODUCES RITETAC HI & LO DRY ERASE FILM

**WEST SPRINGFIELD, MA, USA, 3/15/2016 – Coveris<sup>TM</sup> Advanced Coatings Digital Imaging division, a global market leader in the development and fulfillment of high performance digital imaging substrates, announced the introduction of Magic RITETAC HI and LO dry erase film today.**

RITETAC HI is a 7.5 mil dry erase film with permanent adhesive. RITETAC LO is a 7.5 mil dry erase film with removable and repositionable adhesive. Both products can be printed on with UV cure printers. RITETAC HI and LO are ideal for calendars, schedules, brainstorming, sport/game strategy boards, menus, to do lists, resurfacing chalkboards, walls and tabletops in environments such as retail, hospitality, offices, hospitals, academia, etc. Both products feature a uniform, low gloss surface which reduces glare and improves legibility. This dry erase film does not kink easily and no ghosting is left behind after the dry erase marker is erased.

Magic RITETAC HI dry erase film is available now in the following sizes:

PART	SIZE
72664	RITETAC HI 54"x30' 3" CORE
72640	RITETAC HI 54"X100' 3" CORE
72641	RITETAC HI 54"X200' 3" CORE
72555	RITETAC LO 24"X30' 3" CORE – <b>coming soon</b>
72556	RITETAC LO 24"X150' 3" CORE – <b>coming soon</b>
72557	RITETAC LO 54"X150' 3" CORE – <b>coming soon</b>

"We strive to continually provide the digital imaging industry with innovative products. Our new RITETAC HI and LO dry erase films are sure to impress" said Tamara Pitman, Product Manager, of Digital Imaging at Coveris Advanced Coatings. She continues, "This film features many unique qualities that competitor's products do not. Dry erase marker will actually remove Sharpie permanent marker from RITETAC HI and LO!"

To learn more about RITETAC please visit the product page here: [http://www.magicinkjet.com/product\\_191.html](http://www.magicinkjet.com/product_191.html)

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Follow Magic on Twitter: <https://twitter.com/MagicInkjet>

Watch Magic on YouTube: <https://www.youtube.com/user/MagicInkJet>

## PRESS CONTACT

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### **About Coveris™ Advanced Coatings, Digital Imaging Division**

Coveris™ Advanced Coatings, Digital Imaging Division has a strong reputation for delivering innovative products for the wide format printing market, including the award winning Magic® portfolio of digital imaging media and inks and Museo® digital fine art and photo media. Magic media addresses the evolving needs of digital printers with grand and wide format inkjet paper and film. Featuring distinctive coatings, Magic provides media that is compatible with most water based, latex, UV cure and solvent/eco solvent inks.

### **ABOUT COVERIS™**

As a leading international manufacturing company, Coveris is dedicated to providing solutions that enhance the safety, quality and convenience of products we use every day. In partnership with the most respected brands in the world, Coveris develops vital products that protect everything from the food we eat, to medical supplies, to the touch screen device in our pockets, contributing to the lives of millions every day.

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