



Contact:
Kristina Devine / Ed McCarron
Coveris Advanced Coatings
Digital Imaging Division
Phone +1 413 536 7800
Email: kristina.devine@coveris.com
ed.mccarron@coveris.com

<http://www.magicinkjet.com>
<http://www.museofineart.com>

PRESS RELEASE

Magic® Expands Size Offerings of ECO BLOCK 2S, ECO SATIN and POSTERMAX

WEST SPRINGFIELD, MA, USA – April 7, 2015 – Coveris™ Advanced Coatings Digital Imaging division, a global market leader in the development and fulfillment of high performance digital imaging substrates, announced the expansion of three of their most popular products in additional sizes. The size of ECO BLOCK 2S 60"x300' also changed to 60"x200' to increase printer compatibility.

[ECO BLOCK 2S](#) is a 8.5 mil opaque 2 side printable satin paper with a black block out layer. The block out layer allows for clean, double sided printing with no show through. Ideal for indoor banners, posters and window signs such as POS frame displays, subway/transit ad cards and retail signage.

New Sizes:

72530 - ECO BLOCK 2S 54"X150' 3"C
72528 - ECO BLOCK 2S 60"X200' 3"C
72538 - ECO BLOCK 2S 60"X500' 3"C
72539 - ECO BLOCK 2S 60"X1000' 6"C

[ECO SATIN](#) is a 8.5 mil one side printable satin poster paper. Ideal for posters, backlits, POS frame displays, subway/transit ad cards and banners.

New Sizes:

72540 - ECO SATIN 60"X500' 3"C
72541 - ECO SATIN 60"X1000' 6"C

[POSTERMAX](#) is a 10 mil one side coated, latex-saturated, wet strength paper with a luster finish. The smooth bright white surface offers exceptional print fidelity. Ideal for murals, indoor/outdoor display posters, backlits and POP displays.

New Sizes:

70375 - POSTERMAX 60" X 200' 3"C

"We have been actively listening to the feedback of our valued customers and decided to add new sizes of some of our most popular Magic® products" said Ed McCarron, Vice President, Digital Imaging at Coveris Advanced Coatings. "Adding these sizes to our line

improves the value for our customers and allows digital printers to take advantage of new, more profitable applications.”

Please contact your Regional Sales Manager or Customer Service Representative with any questions or to place an order today.

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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® brand 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. For more information, please visit <http://www.magicinkjet.com>.

About Coveris™ Advanced Coatings

Coveris™ Advanced Coatings is a global leader in the development manufacture and distribution of precision coated papers, films and specialty substrates for imaging, electronics, medical, optical and security technologies. Also offering unique specialty films and coating services including toll coating and converting. With two certified ISO manufacturing facilities in Europe and the USA, both having multiple coating lines, cleanrooms and laboratories and an ISO-certified converting and distribution centre in China. For more information, please visit <https://www.coverisadvancedcoatings.com>.

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