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PRESS RELEASE

Magic® to Attend SGIA Next Week

WEST SPRINGFIELD, MA, USA – October 15, 2014 – Coveris™ Advanced Coatings Digital Imaging division, a global market leader in the development and fulfillment of high performance digital imaging substrates, best known for their Magic brand products, will be attending SGIA Expo in Las Vegas, Nevada, October 22-24. Magic wants to take this opportunity to extend an invitation to the show and to its booth, #325!

Magic is excited to showcase some of its newest products. Three new wallcovering products, [SLEEK](#), [PEBBLE](#) and [WEAVE](#) will be featured at the show. Magic wallcoverings are ideal for murals, POP displays and decals.



Magic is also introducing the ChromaDriver, a new and simple way to print Magic media! At the show, representatives will be printing on Magic's newest product, [PCW-MATTE](#), a 14 mil, 100% post-consumer waste matte paper, making it a truly earth friendly option for inkjet printing.



ChromaDriver is easy to install software that allows job nesting, layout tools and error correction. It is designed to optimize your print jobs while minimizing both media and ink use, thus saving you time and money. Magic media is supported by this software making it plug and play from point of installation. Please stop by our

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booth for live demonstrations and to learn about tradeshow promotional pricing offers.

[Click here](#) to get your FREE pass to SGIA on Magic!

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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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