



PRESS RELEASE

MAGIC[®] INTRODUCES ADHERE6.0 WINDOW FILM AND HILITE8.0 BACKLIT FILM

WEST SPRINGFIELD, MA, USA, 7/26/2016 – CoverisTM 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 ADHERE6.0 window film and HILITE8.0 backlit film today.

ADHERE6.0 is a 6 mil ultra-removable, optically clear, polyester window film with a high gloss surface and is ideal for window advertisements and décor. This product is compatible with latex and UV cure printers. ADHERE6.0 is removable, repositionable and reusable with a silicone adhesive that wets out for easy application and removal and it does not leave residue on surfaces. It is a perfect alternative to vinyl (which is known for being environmentally harmful).

ADHERE6.0 is available now in the following sizes:

PART	SIZE
72737	ADHERE6.0 50"x10' 3"C
72732	ADHERE6.0 50"X100' 3"C
72733	ADHERE6.0 54"X100' 3"C

HILITE8.0 is an 8.5 mil translucent satin backlit film that is ideal for backlit applications in environments such as restaurants, fitness centers, shopping malls, transit venues, etc. This product is compatible with latex and UV cure printers and is also recyclable! HILITE8.0 features a bright white, anti-glare surface and produces impressive high resolution prints every time.

HILITE8.0 is available now in the following sizes:

PART	SIZE
72736	HILITE8.0 42"x10' 3"C
72729	HILITE8.0 42"X100' 3"C
72730	HILITE8.0 54"X100' 3"C
72731	HILITE8.0 60"X100' 3"C

“At Magic, we work diligently to find solutions for the continuously evolving digital imaging industry. It is important to us that we have a wide range of product offerings that exceed all expectations” said Ed McCarron, Vice President, of Digital Imaging at Coveris Advanced Coatings. He continues, “The image density of both ADHERE6.0 and HILITE8.0 is truly incredible. We are confident that these products will impress industry professionals at all levels.”

To learn more about ADHERE6.0 visit the product page: http://www.magicinkjet.com/product_196.html

To learn more about HILITE8.0 visit the product page: http://www.magicinkjet.com/product_197.html

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Total: 306 words

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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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