



PRESS RELEASE

MAGIC[®] INTRODUCES RENEW 100% RECYCLABLE NON-WOVEN BANNER

WEST SPRINGFIELD, MA, USA, 05/05/2016 – 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 RENEW non-woven PET banner today.

RENEW is a printable, lightweight, durable, non-woven PET banner with a textured, matte surface. RENEW can be hung from ceilings, fences, scaffolding, etc. It can also be used to create customizable pennants. It is the perfect alternative to vinyl (which is known for being environmentally harmful) and other banner materials. It is also priced significantly lower than most banners resulting in a significant savings. This product is made from recycled plastic bottles making it 100% recyclable!

Magic RENEW is available now in the following sizes:

PART	SIZE
72708	RENEW 54" x 75'
70709	RENEW 54" x 200'
72710	RENEW 60" x 75'
72711	RENEW 60" x 200'
72722	RENEW 54" x 1YD (various lengths)
72723	RENEW 60" x 1YD (various lengths)

All sizes are on 3" cores and have a width tolerance of +/- 0.5". 75' rolls have a 7" outer diameter and 200' rolls have a 12" outer diameter.

"We are very excited about RENEW! This is truly a one of a kind banner that is both affordable and recyclable! It is a unique product that is sure to exceed everyone's expectations" said Tamara Pitman, Product Manager of Digital Imaging at Coveris Advanced Coatings. She continues, "Believe it or not, this product can be recycled back into plastic bottle form. All you have to do is return your old RENEW banner to your local recycling center in the bottle collection area!"

To learn more about RENEW please visit the product page here: http://www.magicinkjet.com/product_194.html.

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

Total: 262 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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