



ARKWRIGHT

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ARKWRIGHT LAUNCHES DYE AND PIGMENT INK COMPATIBLE PHOTOBASES

Fiskeville, Rhode Island, January 8, 2001 - Arkwright, Inc. announces the launch of **PHOTO PLATINUM**, a portfolio of high quality large format photobase papers, to be released in North America and Europe on January 15, 2001.

PHOTO PLATINUM photobase comes in three different finishes, gloss, satin and matte. These high quality ink papers are designed to perform well in Encad, HP and Epson series printers.

A 180-gsm photobase paper, **PHOTO PLATINUM** offers several features, advantages, and benefits compared with many other photobase papers available in the display graphics market today.

FEATURES	ADVANTAGE	BENEFIT
True universal coating	Works across the entire spectrum of wide format printers available today.	Less stocking keeping units required to service wide format ink jet market.
Superior performance on both dye and pigment inks.	One product that meets print shops multiple printing needs.	Higher productivity and longer lasting images.
Excellent low temperature lamination on most printer platforms.	Protects image and adds impact to images.	Equivalent look to higher cost laminates.

Continued ...

“This product allows both Arkwright and our customers to consolidate our photobase portfolios and unlike some recent releases **PHOTO PLATINUM** raises the performance bar at the lower price point.” Says Robert Cole, vice president of sales and business development. “We are pleased to be able to offer the **PHOTO PLATINUM** family of photobase papers to our private label customers around the world. We think the product’s performance is exceptional on a variety of popular printers.”

PHOTO PLATINUM is a 7mil photobase product that will be offered in 100 ft. rolls and in 24”, 36”, 42”, 44”, 50”, 54” and 60” widths.

ARKWRIGHT WIDE FORMAT PRODUCT LINE UP

Arkwright continues to offer one of the broadest large format paper and film product lines in the supplies market. The complete Arkwright product lineup includes CAD papers, vellums and films as well as Display Graphic presentation papers, photobase, backlit, clear film, white film, canvases, and outdoor products. For more product information please contact Arkwright for details or visit us on the World Wide Web at arkwright.com.

YOUR PRESS KIT CONTAINS THE FOLLOWING:

- Product Announcement
- **Photo Platinum** Product Information Sheets
- Printed sample of Gloss **Photo Platinum**
- Printed sample of Satin **Photo Platinum**
- Printed sample of Matte **Photo Platinum**

ABOUT ARKWRIGHT, INC.

Founded in 1810, Arkwright’s business is to develop, coat, convert and market papers, films and other media for digital imaging. Arkwright is ISO 9001 and 14000 registered and services computer printer, plotter, and copier supplies markets throughout the world. Arkwright, Inc. has four manufacturing facilities throughout the United States and eleven distribution centers in North America and Europe.

ARKWRIGHT’S MISSION

Our mission is to create opportunity. We lead the field with innovative products, by thinking about papers and films in a whole new light. We exist to give our customers the chance to discover. The freedom to create. The opportunity to explore the infinite possibilities of the empty surface.

Arkwright is registered trademark of Arkwright, Inc. Other trademarks are the property of their respective owners.

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