



ARKWRIGHT

PRESS RELEASE

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ARKWRIGHT, INC. LAUNCHES OUTDOOR BACKLIT FILM

Fiskeville, Rhode Island, April 19, 2001 - Arkwright, Inc. announces the launch of **OUTDOOR BACKLIT** film, to be released in North America on May 14th and in Europe on June 4th, 2001.

This high quality ink jet backlit film is designed to perform well in Encad, Epson and Hewlett Packard series printers. This is 100% water proof with dye and pigment inks.

A five-mil base film is utilized to provide extra strength and durability. Arkwright's **OUTDOOR BACKLIT** offers several features, advantages, and benefits compared with standard backlit films that are printed using dye based inks.

FEATURES	ADVANTAGE	BENEFIT
Water Proof coating	Works across the entire spectrum of wide format printers with both dye and pigment ink sets.	No over-laminating required for finished prints. Final product can be used indoors or outdoors.
Superior performance on both dye and pigment inks.	One product that meets print shops multiple printing needs.	Pigment ink prints last 10X longer than similar prints made using dye based inks.

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“This product is another addition of our growing range of Outdoor Media. Outdoor backlit is a specialized media that Arkwright has created to produce a unique, versatile, and durable outdoor image” says Robert Cole, vice president of sales and business development. “We are pleased to be able to offer this **OUTDOOR BACKLIT** film to our private label customers around the world. We think the product’s performance is exceptional on a wide variety of popular printers.”

OUTDOOR BACKLIT is 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.

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.