



ARKWRIGHT

PRESS RELEASE

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ARKWRIGHT LAUNCHES DARK AND LIGHT INK JET TRANSFER PRODUCTS

Fiskeville, Rhode Island, July 13, 2001 – Arkwright, Incorporated, a worldwide leader in developing, coating, converting, and marketing digital imaging films, papers, and substrates, today announces the availability of transfer papers for both dark and light cotton fabrics.

These papers are designed for use in virtually all desktop ink jet printer platforms, including Canon, Epson, Hewlett-Packard, and Lexmark. Arkwright's innovative, new product design provides customers with a high rate of transfer success and overall product satisfaction. These dark and light transfer papers offer the following consumer-friendly, and unique methods of application.

- **Peelaway backing**, a unique built-in feature that allows the consumer to peel and iron-on with ease.
- **Immediate transfer feedback** during ironing process is possible because the image can be seen as it "comes to life" through the ironing overlay sheet. When the user is satisfied with the image the process is complete.
- **Easy touch-up** is possible where portions of the image weren't properly ironed at the start.

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“The launch of our truly one-step fabric fashion transfer products brings the ease and creativity of an ink jet transfer to virtually all light and dark cotton colored fabrics. Our products greatly reduce the temperamental aspects of traditional transfer papers,” says Frank Shea, director of marketing for Arkwright, Inc. “Arkwright’s patented process increases the consumer success rate significantly, allowing the user to visually monitor the transfer process until completion.”

Arkwright’s **DARK AND LIGHT TRANSFER** products also feature excellent overall visual quality of image:

- **High color gamut** for dense, colorful images that last through repeated washings.
- **High black optical density** for improved image sharpness and color vibrancy.

The products are available in 8½”x11” and A4 sizes. Street prices on both products will range anywhere from \$1.25 to \$2.50 per sheet.

ARKWRIGHT PRODUCT LINEUP

Arkwright continues to offer one of the broadest desktop photo quality imaging paper and film product lines in the supplies market. Many of these products are available in 8½”x11”, 11”x17”, 13”x19”, and 17”x22” (A4, A3, Super A3, and A2) sizes. For more product information, please contact Arkwright for details.

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.

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