



# ARKWRIGHT

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

CONTACT • Catherine Bulpitt, Marcom Supervisor      EMAIL • [cbulpitt@arkwright.com](mailto:cbulpitt@arkwright.com)  
PHONE • 401.821.1000 ext. 3176      FAX • 401.826.3926

### **ARKWRIGHT ANNOUNCES COLOR LASER COPIER/PRINTER PRODUCT LINE**

**Fiskeville, Rhode Island, August 30, 2001** – Arkwright, Incorporated, a worldwide leader in the global printer market, today launched a new line of specialty color toner products.

“Arkwright recognizes that the color laser market is growing,” said Frank Shea, director of marketing for Arkwright, Inc. “Improved laser technology, along with the decreasing cost of equipment, is the driving force behind this trend. Customers have been requesting specialty films and papers like those currently available for ink jet technology. Our full line of color toner products is just the beginning. We have plans to introduce many more exciting products in the coming months,” Shea added.

Arkwright is first to offer a complete portfolio of specialty products for the fast growing desktop color printer market. The portfolio includes: Universal Glossy Laser Papers, Multi-Surface Transfer Paper, White Satin Film, Clear and White Laser Cling Decals, Universal Transparencies, Waterslide Decals, and Tattoos. These products are designed for use in virtually all color laser copiers and printers, including Canon, Ricoh, Xerox, Tektronix, Hewlett-Packard, Minolta, Sharp, Hitachi, Toshiba, QMS and Lexmark.

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## PRODUCT FEATURES AND BENEFITS

Arkwright's color laser products offer the following features and benefits.

- Images have high black and color densities providing improved sharpness and color vibrancy.
- Heat stable, smudge, water and fade resistant.
- Designed as a "universal" product for use in virtually all digital copier/printers.

**Universal Glossy Laser Papers** are used to print high quality photos, presentations, signage, announcements, reports, sell sheets and awards. Arkwright has added a one-sided glossy 7-mil and 9-mil paper to produce quality color laser or copier prints.

**Multi-surface Color Laser Transfer Paper** transfers color images onto t-shirts, sweatshirts, mousepads, puzzles, ceramic mugs, and more using a heat press.

**Clear and White Laser Cling Decals** have a color toner receptive coating on one side and a cling coating on the other. After imaging, removal of the liner sheet permits easy application of the decal to a window or other hard, smooth surface, while the light adhesive backing makes it easy to remove or reposition without leaving a residue.

**White Satin Film** is a 5 mil bright white film that provides sharp and vibrant color images on color laser copiers and printers.

**Waterslide Decals** can be imaged in color copiers and many color laser printers. The decaled image is soaked in water for one to three minutes and then easily applies to candles, glass, ceramic, painted surfaces, metal, bicycle frames, helmets and more. have a color toner receptive coating on one side and a cling coating on the other.

**Color Laser Tattoos** are a fun, non-toxic, easy-to-use and easy-to-remove products that can be imaged and applied to skin as a temporary tattoo.

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## **ARKWRIGHT PRODUCT LINEUP**

### **ARKWRIGHT COLOR LASER COPIER/PRINTER PAPER AND FILM**

#### **Presentation Papers**

# 753.70 Universal Glossy Laser Paper – 7 mil

# 753.90 Universal Glossy Laser Paper – 9 mil

#### **Transfers**

# 754.00 Multi-surface Transfer Paper

#### **Self-Adhesive**

# 655.2K Clear Laser Cling Decal

# 656.2K White (Opaque) Laser Cling Decal

#### **Transparencies**

# 380.45 Multifunction Transparency

# 643.09 Removable Side Stripe Transparency for Copiers

# 645.06 Side Stripe Transparency w/notch for Copiers

# 495.00 Clear Transparency for Printers

# 655.45 Removable Top Stripe Transparency for Copiers/Printers

#### **Specialties**

# 649.00 White Satin Film

#### **Novelties**

# 752.00 Waterslide Decal

# 752.01 Tattoo

In addition to its new product line, Arkwright continues to offer one of the broadest desktop ink jet photo-quality imaging paper and film product lines in the supplies market. The ink jet line includes a wide selection of substrates such as photo papers, presentation papers, business cards, greeting cards, art papers, adhesive films, and fabric transfer sheets.

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## **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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Arkwright Incorporated, 538 Main Street, Fiskeville, RI 02823, USA

P. 401.821.1000, F. 401.826.3926, [www.arkwright.com](http://www.arkwright.com)