



ARKWRIGHT

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ARKWRIGHT, INC. LAUNCHES PERFORMANCE ENGINEERED SUBSTRATE PHOTO PAPER

Fiskeville, Rhode Island, September 17, 2001 - Arkwright, Inc. announces the launch of **PES MATTE**, a matte Photo Paper, adding to it's growing line of high quality large format Display Graphics products. The product will be available starting October 1, 2001.

PES MATTE stands for *Performance Engineered Substrate-Matte*, a recent development at Arkwright. The new technology yields performance that is equal to or better than existing matte photobase products. Two years in the making this is the first in a series of products that will launch over the next six months. " Arkwright has been very aggressively developing the technology and internal capabilities to supply these high quality and value priced products to the Display Graphics Market. This new technology we are deploying changes the rules for manufacturing high quality, high value display graphics products." says Joseph Marciano CEO and President of Arkwright. " We are very excited about this new line of products and the launch of **PES MATTE**".

PES MATTE performs well with most of the major printers available today including, Encad, Epson, and Hewlett Packard. This product's versatile topcoat accepts both pigment and dye based ink sets and is designed to laminate extremely well with a hot, low temperature and cold laminates. The combination of versatility and productivity makes this product an exciting addition to Arkwright's Display Graphics portfolio.

This 180 gsm matte Photo Paper offers numerous features, advantages, and benefits compared with many other photo papers presently available in the display graphics market.

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FEATURES	ADVANTAGE	BENEFIT
Arkwright's Engineered Substrate	Full 400% ink load printing with out paper cockle.	Deeper richer images without printer headstrike.
New Matte Coating	Quick dry times and ability to absorb heavy ink loads. Excellent laminating after printing.	More production and output than conventional photo papers.
New Backcoating	Properly balances sheet and improves mounting.	Better mounting and less curl than other photo papers after printing.

“The introduction of our **PES MATTE** rounds out our display graphics portfolio. This product provides our OEM and private label customers with the broadest possible range of photo products, including now this high value Photo Paper. “ says David Hatfield, Director of Wide Format Marketing.

Arkwright's *Performance Engineered Substrate -Matte* Photo Paper, **PES MATTE**, 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, art paper, canvas, and a complete line of 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:

- Press Release
- **PES Matte** Product Information Sheets
- Printed sample of **PES Matte**
- Printed sample of **PES Matte**

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.