



# ARKWRIGHT

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### **ARKWRIGHT LAUNCHES HOLOGRAPHIC STICKERS and CD LABELS, EXPANDS INK JET NOVELTY PORTFOLIO**

**Fiskeville, Rhode Island, October 1, 2001** – Arkwright, Incorporated, a worldwide leader in developing, coating, converting, and marketing digital imaging films, papers, and substrates, today announces the availability of **HOLOGRAPHIC STICKERS AND CD/DVD LABELS**. These products are designed for use in virtually all desktop ink jet printer platforms, including Canon, Epson, Hewlett-Packard, and Lexmark.

According to IDC Corporation, a market research firm in Framingham, Massachusetts, worldwide shipments of CD/DVD-R&W units are expected to grow from 35 million units in 2001 to 124 million units by 2004. DVD-ROM units are expected to grow from 24.7 million units to more than 58 million units in the same timeframe.

“Together, CD/DVD hardware, plus visual media software are enabling consumers to author their own high quality CD/DVD videos, photos, and music selections. With our **HOLOGRAPHIC CD/DVD LABELS**, consumers can now apply the finishing touches by designing and ink jet printing their own customized labels. These products feature Arkwright’s carefully engineered ink jet coating – combined with the prismatic pattern of the label – to bring out a vibrant, multi-dimensional design,” says Frank Shea, director of marketing for Arkwright, Inc.

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“With Arkwright’s **HOLOGRAPHIC STICKERS**, the ability for consumers to create their own prismatic decorations is also very compelling. Downloadable clip art, easy-to-use software templates, and high-resolution ink jet printers are all contributing to make it possible to design and print high-impact stickers for all sorts of fun applications,” adds Shea.

Both the CD/DVD labels and the stickers are available in 8.5” x 11” and A4 sizes. Street prices on both products will range anywhere from \$1.50 to \$2.00 per sheet.

Arkwright’s Spectrum Series of products offer the following features and benefits to the user.

- **Universal coating**, so product performs well in virtually all desktop ink jet printers.
- **Optically clear coating** for rich, dense images that “stand out” against holographic and metallic design backgrounds.
- **Fast dry coating**, so image does not smudge when handled soon after printing.
- **High color gamut**, which provides for a high range of rich, dense colors for the best image quality.
- **High black optical density** for improved image sharpness and color vibrancy.
- Available in both **sticker and CD/DVD label formats**.
  - *Removable adhesive* stickers can be applied to a variety of surfaces such as walls, notebook covers, and indoor signage. Plus they can also be used to accent notecards and letters, and other creative applications.
  - CD/DVD labels are designed with *permanent adhesive* so the labels will remain attached to the CD/DVD during use.
- **A variety of holographic and metallic designs**, so users have exciting choices to match their creative schemes.
- **Glossy white CD labels**, for imaging on to a standard white, photo quality background.
- **Flat sheet** to ensure feed reliability, for trouble-free printing.

## 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 8”x11”, 11”x17”, and 13”x19”. (plus A4 and A3.) sizes. For more product information, please contact Arkwright for details.

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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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