



ARKWRIGHT

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ARKWRIGHT LAUNCHES ECONOMY PHOTO PAPER, BRIGHT WHITE PLUS !!

Fiskeville, Rhode Island, March 25, 2002 - Arkwright, Inc. announces the launch of **BRIGHT WHITE PLUS**, an improved version of its popular photo paper "Bright White". These high quality large format photo papers are to be released in North America in April, 2002. and in Europe in May, 2002.

BRIGHT WHITE PLUS photo paper comes in two different finishes, gloss and satin. These inkjet photo papers are designed to perform well with dye based inks in Colorspan, Encad, Hewlett Packard and Epson series printers.

A 190-gsm photo paper, **BRIGHT WHITE PLUS** offers several features, advantages, and benefits compared with many other photobase papers available in the display graphics market today.

FEATURES	ADVANTAGE	BENEFIT
True universal coating	Works across the entire spectrum of wide format printers with Dye based inks.	Less stocking keeping units required to service wide format ink jet market.
Rich look and feel	Heavier basis weight and glossier finish.	Images have more "POP". Higher value for your customers.
Improved low temperature lamination	Images and white space adhere better when using low temperature laminates.	Less end user problems when job after image is rolled up
Improved mounting	Printed jobs go up and stay up.	Less end user problems when images are shipped or moved.

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“This product substantially improves our economy photo product. The improvement in both lamination and mounting make this product unbeatable at this price point.” says Dave Hatfield Director of Large Format Marketing. “We are pleased to be able to offer **BRIGHT WHITE PLUS** photo papers to our private label customers and brand owners around the world. We think the product’s performance is exceptional on a wide variety of popular printers.”

BRIGHT WHITE PLUS is a 7mil photo paper 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.

YOUR PRESS KIT CONTAINS THE FOLLOWING:

- Product Announcement
- **Bright White PLUS** Product Information Sheets
- Printed sample of Gloss **Bright White PLUS**
- Printed sample of Satin **Bright White PLUS**

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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