



# ARKWRIGHT

## PRODUCT ANNOUNCEMENT

### FOR IMMEDIATE RELEASE

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### ARKWRIGHT ANNOUNCES ECONOMY / UNIVERSAL / AND OUTDOOR POLYPRO BANNERS

**Fiskeville, Rhode Island, April 01, 2003** – Arkwright, Incorporated, a worldwide leader in developing, coating, converting, and marketing digital imaging films, papers, and substrates, today announces the launch of **ECONOMY POLYPRO BANNER, UNIVERSAL POLYPRO BANNER** and **OUTDOOR POLYPRO BANNER**. These three products are scheduled for release in April 2003.

“Arkwright’s new Polypropylene line commands attention. These three new tear resistant polypropylene products offer a total solution for short term, low cost signage. Offering excellent image quality and a variety of surface coating options, these products are designed to meet both indoor and outdoor application needs, some of which include; retail and P.O.P. signage, promotional banners or advertisements, and displays, “This is the total solution for short term retail signage. By offering an economy polypropylene, a universal polypropylene and an outdoor polypropylene, we are able to meet the expectations of a variety of different needs in this segment of the market,” says Frank Shea, director of marketing for Arkwright, Inc. “ We have come to market with a total solution, a good, better, best strategy that works,” adds Shea.

The **397.70 ECONOMY POLYPRO BANNER** features a 7mil tear-resistant base, with a coating that provides for high color gamut and vibrancy. This is an economical solution, for use with dye based aqueous ink sets.

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Arkwright's **398.70 UNIVERSAL POLYPRO BANNER** is a universal product. This 7mil, high gloss, super white, polypropylene product has the ability to produce eye-popping color gamut when printed with either dye or pigment based aqueous inks.

Arkwright's **399.70 OUTDOOR POLYPRO BANNER** is designed for short-term outdoor applications. This water resistant, 8.5mil, matte polypropylene is a true leader in its class. This product is designed to meet the need for short-term outdoor exposure and is ideal for events and promotional advertising.

All three products will be offered in 100' rolls in 36", 42", 50" and 60" widths.

**ARKWRIGHT PRODUCT LINEUP**

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, and outdoor products. For more product information please contact Arkwright for details or visit us on the World Wide Web at [www.arkwright.com](http://www.arkwright.com).

**PHYSICAL CHARACTERISTICS**

ARKWRIGHT PRODUCT	PRINT CAPABILITY	CALIPER	GLOSS	WHITENESS	OPACITY	IDEAL INDOOR USAGE
#397.70 Economy PolyPro Banner	Accepts Dye inks	7.2mil	65	105	94%	Indoor applications, including, retail signage, P.O.P. displays, and promotional advertising
#398.70 Universal PolyPro Banner	Accepts Dye & Pigment Inks	7.5mil	85	105	94%	
#399.70 Outdoor PolyPro Banner	Accepts Dye & Pigment Inks	8.5mil	5	100	97%	Outdoor applications, including signage, promotional banners or advertisements, and displays.

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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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