



PRESS RELEASE

MAGIC[®] INTRODUCES PROTECT 3 MIL AND PROTECT 10 MIL LAMINATES

WEST SPRINGFIELD, MA, USA, 04/22/2015 – CoverisTM Advanced Coatings Digital Imaging division, a global market leader in the development and fulfillment of high performance digital imaging substrates, announced the introduction of Magic PROTECT 3 mil and PROTECT 10 mil laminates today.

PROTECT 3 mil and 10 mil are textured, pressure sensitive vinyl, over lamination films used for graphic protection. Both laminates can be used indoor and outdoor depending on the application. Their embossed texture provides an anti-glare surface. PROTECT 3 mil and 10 mil are ideal for POP displays, tradeshow graphics, roll up banner stands and retail advertising and are compatible with most Magic products. Pairing these new over laminates with Magic's popular POS PRO line is suggested.

Magic PROTECT 3 mil and PROTECT 10 mil laminates are available now in the following sizes:

PART	SIZE
72510	PROTECT 3MIL 38"X5'
72511	PROTECT 3MIL 38"X150"
72512	PROTECT 3MIL 51"X150'
72513	PROTECT 10MIL 38"X5'
72514	PROTECT 10MIL 38"X150'
72515	PROTECT 10MIL 51"X150'

"Expanding our line of laminates gives our customers several different pairing options depending on the desired application. Our laminates are great for a variety of applications such as POP displays, tradeshow graphics, roll up banner stands and retail advertising" said Ed McCarron, Vice President of Digital Imaging at Coveris Advanced Coatings. He adds, "PROTECT 10 mil is a less expensive alternative to polycarbonate, which will result in up to 50% savings for digital imaging professionals."

To learn more about PROTECT 3 mil and PROTECT 10 mil please click on the corresponding links below.

PROTECT 3: http://www.magicinkjet.com/product_189.html

PROTECT 10: http://www.magicinkjet.com/product_190.html

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Follow Magic on Twitter: <https://twitter.com/MagicInkjet>

Watch Magic on YouTube: <https://www.youtube.com/user/MagicInkJet>

Total: 266 words

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About Coveris™ Advanced Coatings, Digital Imaging Division

Coveris™ Advanced Coatings, Digital Imaging Division has a strong reputation for delivering innovative products for the wide format printing market, including the award winning Magic® portfolio of digital imaging media and inks and Museo® digital fine art and photo media. Magic media addresses the evolving needs of digital printers with grand and wide format inkjet paper and film. Featuring distinctive coatings, Magic provides media that is compatible with most water based, latex, UV cure and solvent/eco solvent inks.

ABOUT COVERIS™

As a leading international manufacturing company, Coveris is dedicated to providing solutions that enhance the safety, quality and convenience of products we use every day. In partnership with the most respected brands in the world, Coveris develops vital products that protect everything from the food we eat, to medical supplies, to the touch screen device in our pockets, contributing to the lives of millions every day.

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