



PHOTOTEX® SCOOPS TOP PLACE IN WIDE-FORMAT IMAGING POLL

phototex®, the unique paste-free, fabric based media, has won first place in Wide-Format Imaging magazine's 'Readers' Choice Top Products 2008'. The product achieved this coveted place in the awards' fabric category.

The win heralds the first of many successes which the team behind phototex®, both the US and Europe, are aiming to achieve in 2008/9 following the product's launch to the paper and printing industry in 2007.

phototex® is a self-adhesive ink jet covering which presents exciting opportunities for a host of applications including fine art wall coverings, exhibition graphics, point of sale signage as well as indoor and outdoor retail and directional signage. Available in aqueous and eco-solvent rolls in a series of widths, phototex® offers some unique benefits:

- Waterproof and suitable for outdoor applications
- Will not damage host wall
- Incredibly durable - will not rip or wrinkle
- Can be removed and re-positioned
- Fine texture delivers high quality images
- Can be back-lit with stunning results
- Ink dries immediately
- Available in flat sheets and varying width rolls

Speaking about this recent win for phototex®, Walter Gierlach, President of phototex® Group in the US, comments: "We are delighted that phototex® has been rated so highly in the Wide-Format Imaging 'Readers' Choice Top Products 2008' awards, especially as the first place position is chosen by the readers who have actually tested or used phototex®.

“The response to phototex® both in the US and Europe has been phenomenal. The material presents a range of new possibilities for printers, sign makers, exhibition developers and even interior designers.”

Over in Europe, phototex® has been received with the same interest via its UK and Europe distributors.

To explore phototex® further, US customers can visit www.phototexgroup.com and UK and Europe customers can go to www.phototex.co.uk