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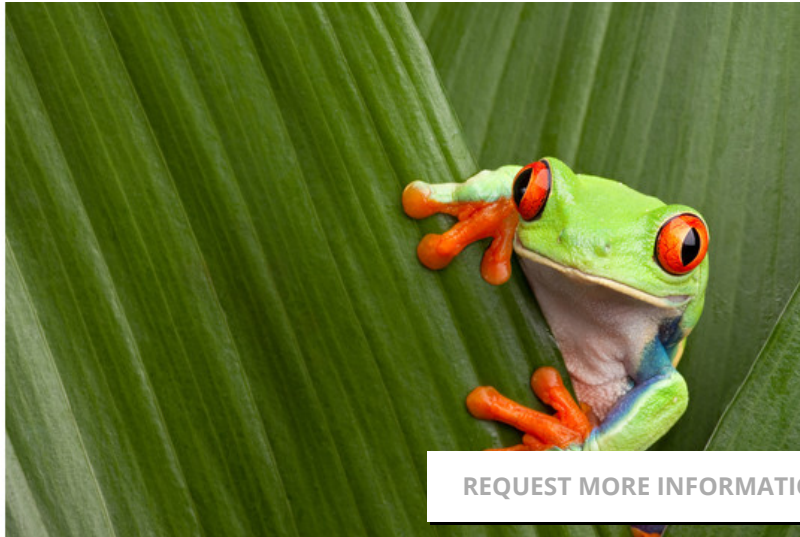
CONSUMABLES & SUPPLIES

PhotoFAB ECO

FROM PERCEPTION WIDE FORMAT



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Perception Wide Format Media, a brand of Worthen Industries, recently released the industry's first 100% recycled, eco-friendly, repositionable wall graphic fabric. PhotoFAB ECO is just one of its latest products to address today's trend in life-sized, precision-cut wall graphics.

Unlike other wall graphic products which are made from vinyl, PhotoFAB ECO's base is fabric, of which is produced from recycled water bottles. "We're very excited to offer our customers and the industry a high quality, fabric-based product that supports an eco-friendly environment," said Jim Tufts, Business Unit Manager, of Perception Wide Format Media.



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PhotoFAB ECO wall graphic fabric provides a crisper, cleaner look. It is repositionable and removable, allowing the customer to easily peel and reapply. It is ideal for walls, displays, cabinets; glass, metal and plastic surfaces. With excellent opacity and higher print quality, PhotoFAB ECO gives the customer excellent imagery and optimum realism as compared to other direct print fabrics. Like Perception's PhotoFAB Ultra product, PhotoFAB ECO offers a higher-end look than a vinyl-based product. Therefore, PhotoFAB Ultra is perfect for both consumer and retail applications. Its proprietary coating technology eliminates edge fray during cutting and is available in standard and custom sizes.

"As in many industries, demand for eco-friendly products and processes is high in our business. Developing a product that speaks directly to that need really underscores Perceptions dedication and responsiveness to the needs of our industry and the world at large," said Tufts.

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