

NEKOOSA



November 30, 2018
FOR IMMEDIATE RELEASE

Now Offering Mojave[®] Dry Erase Overlaminates

Nekoosa expands its line of overlaminates.

NEKOOSA, WI - Nekoosa expands its Mojave[®] Overlaminates portfolio to include a new 1 mil polyester dry erase overlaminate, available in 54"x50 yd and 60"x50 yd rolls.

Designed to protect and enhance visual images, the optically clear dry erase overlaminate creates a protective layer on printed substrates applied to indoor surfaces, while also providing a dry erase surface.

"Dry erase was added to the Mojave wide format line to expand into the growing market of brainstorming sessions, daily menu specials, promotional advertising, and industrial applications - refreshing old worn out white boards and manufacturing new boards, says Robert Rundle, Marketing Manager at Nekoosa. "Pair it with Mojave gloss white removable media with air egress and turn any office or home wall into a dry erase board. Perfect for kids in school or at home, or in the office for sales and marketing strategy meetings!"

54"x50 yd and 60"x50 yd sample rolls are available free of charge, and can be requested at samples@nekoosa.com.

The new dry erase overlaminate can be purchased from a franchised Mojave distributor throughout the United States and Canada. For more information on the complete Mojave Overlaminates portfolio, or to find a dealer near you, please visit the [Mojave website](#) or call Nekoosa's customer service team at (800) 333-3136.

Mojave[®] is Nekoosa's portfolio of wide format media. In addition to Mojave[®] Overlaminates, the portfolio includes: LumaPrint[®], Synaps OM, Wall Graphics[®], ChalkTalk[®], Ztac[™], ClingZ[®], Hi-Stat[®], Sign-Ad[®], Walk-On Graphics[®], Catapaque[®], Mojave[®] One-Way Vision, Mojave[®] Barrier Films, and Mojave[®] Mounting Films.

About Nekoosa - Nekoosa Coated Products acquired IGI Corp. of New Jersey in April 2013 to form Nekoosa. Nekoosa and Sentinel Capital Partners, a New York based investment firm, partnered in November 2017 to support continued growth through new product introductions and acquisitions. Nekoosa most recently acquired Catalina Graphic Films in March 2018. Nekoosa now represents the RTape, Catalina Graphic Films, Mojave Digital Media, ClingZ, MagneCote and CET Films brands. Their expertise spans coating, converting and custom plastic extrusion, with a product offering that includes application tapes, carbonless papers, specialty synthetics, pressure sensitive films and capping films. For more information, visit nekoosa.com.

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