

NEKOOSA



March 6, 2019
FOR IMMEDIATE RELEASE

Now Offering Trans-Ad[®] with Air Egress

Nekoosa expands its line of auto and fleet transit vinyls.

NEKOOSA, WI - Nekoosa expands its Mojave Digital Media[®] auto and fleet transit portfolio to include Trans-Ad with a #90 air egress liner, available in 54"x50 yd, 60"x50 yd, and 62"x50 yd rolls.

Durable Trans-Ad vinyls are designed for temporary fleet graphics applications on smooth, flat surfaces such as bus signs, automobiles, rail platform posters, and transportation signs. With a bright white point and excellent opacity, Trans-Ad covers previous graphics with ease – up to three layers can be applied!

"We are very excited to announce our Trans-Ad[®] with air egress transit media is now approved with OUTFRONT Media, the leader in outdoor advertising, says Robert Rundle, Marketing Manager at Nekoosa. "This new partnership strengthens our distributors' position in the market place and expands the Mojave brand into new markets. Trans-Ad[®] paired with air egress technology provides installers a faster bubble-free installation, saving time and money."

62"x15' sample rolls are available free of charge and can be requested at samples@nekoosa.com.

The new transit film can be purchased from a franchised Mojave distributor throughout the United States and Canada. For more information on the complete Mojave portfolio, or to find a dealer near you, please visit the [Mojave website](#) or call Nekoosa's customer service team at (800) 826-4886.

Mojave Digital Media[®] is Nekoosa's portfolio of wide format media. In addition to Trans-Ad[®], 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, Mojave Overlaminates, 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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