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### **REXAM MAGIC® ENHANCES INK JET BANNER LINE WITH UNIVERSAL PRINTER-COMPATIBLE POLYPROPYLENE BANNER**

*...DMPPM7 is low-cost banner option for indoor applications...*

**SOUTH HADLEY, MA, January 11, 2001** - Rexam Image Products, a worldwide leader in the manufacture of coated paper, films and specialty substrates, today announced that it has enhanced its growing line of Magic® ink jet banner media with Rexam Magic® DMPPM7, a high-performing, low-cost polypropylene material designed for most indoor banner applications.

Offering universal printer compatibility, the DMPPM7 banner is a 9-mil matte ink jet material delivering high color gamut and superior tear resistance. The banner is water-resistant when used with pigmented inks (it is also compatible with dye-based inks), and offers excellent draping characteristics with a matte surface that minimizes reflective glare. The DMPPM7, which can be easily grommeted or sewn, is ideal for numerous indoor banner applications, including window graphics, hanging promotional banners, and other short-term draped signage. DMPPM7 can also be quickly and inexpensively finished and readied for display using Banner-ups® (<http://www.bannerups.com>), a low-cost alternative to conventional grommets.

The DMPPM7 represents an extension of Rexam Magic mix of ink jet banner media, which includes polyester cloth (DMPC16 and DMPC17), scrim vinyl (DMVB15), Tyvek (DMTB9), polyethylene (DMPB10), wet-strength paper (DMiBOP10) and two-sided imageable banner (DMCB15-2) media.

"Our new polypropylene banner delivers features that imaging professionals and their customers are clamoring for - impressive color gamut, a tear-resistant base with a water-resistance ink jet-receptive coating, and great drape-ability - at an economical price," said Lowell Strom, Rexam Image Products product manager. "The new polypropylene banner is another example of what Rexam Magic is developing to provide end-users with wide format ink jet banner options to meet the growing and changing needs for signage, including short-term point-of-purchase applications."

Rexam's DMPPM7 is available in the following sizes and list prices.

| Size      | Price    |
|-----------|----------|
| 36" x 10' | \$ 21.00 |
| 36" x 60' | \$126.00 |
| 42" x 60' | \$147.00 |
| 50" x 60' | \$175.00 |
| 54" x 60' | \$189.00 |

For more information about DMPPM7 or about Rexam Magic, call 800-628-8604 or visit the company's web site at [www.magicinkjet.com](http://www.magicinkjet.com).

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