

Agfa Media Relations

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Agfa Graphics Adds MicroGREEN's Eco-Friendly Display Media to its Portfolio

Ideal for POP/POS displays that require a sustainable solution

Ridgefield Park, NJ – May 25, 2011 – Agfa Graphics, North America, today announced that the company has teamed up with MicroGREEN Polymers, Inc to offer a new, alternative, eco-friendly media to commercial and display printers. MicroGREEN (www.microgreeninc.com) of Arlington, WA, manufactures InCycle™, created with recycled PET (Polyethylene Terephthalate) material to be used for signs and displays. It is available in sheets or rolls of varying thickness and flexural stiffness, with a bright white, highly printable surface, making InCycle ideal for large signs, wall hangings, printed panels, and many other applications.

InCycle sheets come with a number of sustainability benefits when compared to conventional substrates. InCycle is:

- made with 50% recycled content
- 80% less dense than a solid plastic sheet
- 100% recyclable
- light-weight leads to huge shipping savings
- 100% weatherproof
- available in a variety of superior customizable surface finishes, from glossy to matte

“Pitman, an Agfa Company, is proud to partner with MicroGREEN to offer InCycle to our customers. InCycle has been proven to lower the environmental impact of retail signage, a viable solution for the retail industry,” said Larry Salomon, vice-president of wide format display graphics, Agfa Graphics, North America. “InCycle joins our own premium, waterproof eco-friendly media, Synaps UV, as an alternative for environmentally-responsible display printing.”

“Billions of square feet of signage are put up and thrown away at retail each year. Using recycled content lowers the environmental impact of this signage, as does reducing the source material through our lower

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density,” said MicroGREEN’s Chris Jacobs, director of marketing and product development. “The crowning achievement of our material in this application is its ability to be recycled in a closed loop system.”

InCycle is naturally bright white without the addition of pigments, so graphics and type are crisp and clear. InCycle can hold a crease and be formed using standard equipment and it can be shaped on convolute or thermoform machines. InCycle’s structure makes it possible to emboss or deboss on one surface, leaving the other flat and printable, unlike other media on the market.

About MicroGREEN Polymers, Inc.

MicroGREEN Polymers is a privately held enterprise and was founded in September 2002 to commercialize its patented solid-state microcellular expansion technology called Ad-air®, which significantly reduces the financial and ecological costs of many plastic products while maintaining key material characteristics. Ad-air technology is applicable to plastics in food and beverage packaging, general packaging, transportation, building materials, appliances and consumer electronics industries. MicroGREEN is headquartered in a 40,000 square foot manufacturing facility in Arlington, Washington. To learn more, please visit www.microgreeninc.com.

About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and color management.

Agfa Graphics is a worldwide leader with its computer-to-plate and digital proofing systems for commercial and packaging printing and the newspaper publishing markets.

Agfa Graphics is rapidly developing its position in the new segments of industrial inkjet with comprehensive solutions for various applications such as documents, posters, banners, signage, displays, labels and packaging materials. Its experience in both imaging and emulsion technology has provided the expertise required for developing a complete assortment of high-quality inks. Please visit us at www.agfagraphics.com.

About Pitman, an Agfa Company

Pitman, an Agfa Graphics company, collaborates with world class manufacturers to provide a diverse offering of the most advanced solutions



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for the prepress, pressroom, wide format, newspaper, packaging and commercial printing industries.

Pitman reinforces its customer-focused approach by providing the market with an unmatched distribution network, expert specialists and unparalleled service excellence.

Together, Agfa Graphics and Pitman delivers integrated and complete solutions tailored to the ever-changing needs of the graphic communications industry, enabling businesses to produce powerful messages and be more profitable. Please visit us at www.pitman.com.

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