

• **PRESS RELEASE**

• **Corporate Contact:**
• Karen Buckleman, Product Manager
• Phone: 410-540-8947
• Email: k.buckleman@neschenamericas.com

Neschen Americas
SEAL® & Neschen® brand products
7091 Troy Hill Drive
Elkridge, Maryland 21075 USA

• **Ad / PR Agency Contact:**
• D. Fusco & Company LLC
• Phone: 860-306-0665
• Email: dfusco@dfusco-company.com

FOR IMMEDIATE RELEASE
March 6, 2008

(1 page / 348 words)



Neschen Americas Introduces New SEAL® Eco Mount™

Recyclable, Environmentally Degradable Mounting Adhesive.

March 6, 2008, Elkridge, MD — Continuing with a commitment to develop earth-friendly products for the display graphics marketplace, Neschen Americas is proud to introduce its newest product from the SEAL® brand Eco-Logic Manufacturing™ program: **SEAL® Eco Mount™**. SEAL Eco Mount is a water-based, polyacrylate, unsupported, pressure-sensitive adhesive that is both recyclable and environmentally degradable. With no carrier film, and a selective chemistry that offers optimum bonding performance while minimizing the impact on paper recycling streams, Eco Mount offers customers a mounting adhesive that can be recycled with corrugated and paper products. And because the cost of a carrier film is not a factor in its manufacturing, Eco Mount is very economical.

According to Karen Buckleman, Neschen Americas' Product Manager, "Graphics producers can use Eco Mount in combination with SEAL's range of Xanita Eco Boards and a paper-based printing media to deliver an ecologically responsible display graphics solution." Buckleman goes on to explain that Eco Mount even meets FDA standards for affixing food-packaging labels.

SEAL Eco Mount meets today's environmental challenges in several ways: First, because it is a water-based adhesive, its manufacturing yields extremely low levels of Volatile Organic Compound (VOC) emissions. Second, it is low mass and fully environmentally degradable, significantly reducing its impact on landfills. Finally, Eco Mount's polymer chemistry allows more efficient screening and removal of its particles when dissolved in solution. This characteristic, combined with the low mass and the lack of a carrier film, facilitates ease-of-processing and improves throughput in paper recycling systems.

Eco Mount's bonding performance is stated to be excellent, equal to that of traditional, supported, pressure-sensitive adhesives. SEAL Eco Mount is self-wound onto a siliconized Kraft paper release liner. It is 1 mil thick and is available in rolls 38" x 200' and 51" x 200'. Sample rolls are available at 38" x 25'. For more information, contact SEAL brand at 800-257-7325 (In Canada: 866-212-7325). Visit www.sealbrands.com. [See New SEAL® Eco Mount™ at the 2008 International Sign Expo, Booth # 622.] - End-

Photo available: Contact Dave Fusco at D. Fusco & Company LLC (see masthead).