



Neenah Enters Dye Sublimation Market with Sheet and Wide Format Offerings

Neenah, the world's leading producer of digital image transfer papers, launches an innovative tack sheet for dye sublimation as a part of their expanded Digital Print Customization platform of products. The EMULATE SECURE™ branded tack sublimation products deliver the control given by a tack paper to decorators who use desktop sublimation printers. "This first of a kind product, EMULATE SECURE™ Sublimation Paper, provides outstanding vibrancy and clarity while reducing ink consumption," says Charlie Myers, Business Development Manager for Neenah Performance Materials. "We are pleased to combine our expertise in the sheet fed heat transfer category with our market leading, zero second dry time ink jet capability to provide the first tacky desktop product to the industry."

In addition to the tacky paper, Neenah's product line is extended by the EMULATE™ branded hard surface papers, enhancing dye sublimation transfers with excellent color reproduction, immediate drying of the ink and similar reduced ink consumption. A variety of sheet and roll fed sizes of the EMULATE SECURE™ and EMULATE™ branded products are in stock at Neenah and available exclusively through Coastal Business Supplies in the United States and through other distribution partners outside the USA.

From Tree to T™ - like the other products in the Customization Category, Neenah controls the processing of their dye sublimation papers start to finish, at facilities in the United States with the capability to also manufacture in Europe." Additional information can be found at <http://www.neenahperformance.com/products/heat-transfer-paper>.

About Neenah Paper, Inc.

Neenah is a leading global specialty materials company, focused on premium niche markets that value performance and image. Key products and markets include advanced filtration media, specialized performance substrates used for tapes, labels and other products, and premium printing and packaging papers. The company is headquartered in Alpharetta, Georgia and its products are sold in over 80 countries worldwide from manufacturing operations in the United States, Germany and the United Kingdom. Additional information can be found at the company's web site, www.neenah.com.

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