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UVitec Introduces New Rotary Screen Effect Coating

— *Coating designed to provide stunning effect finish* —

Lodi, NJ (June 2004) — UVitec Printing Ink, Inc. introduces **21879-77 Rotary Screen Effect UV Coating**. This product cures to a raised, clear surface that has a high gloss finish. In addition to a high gloss finish, the raised surface has a smooth tactile feel. Designed to use with a 200-line mesh, using a lower count mesh will increase the amount of raised surface. This product is durable enough to be used in high contact situations and will provide a reasonably good amount of rub resistance. The **21879-77 Rotary Screen Coating** was originally designed to be used on pharmaceutical labels to provide information to be printed in Braille characters. This product is ideal for high end folding cartons and prime labels that need an interesting effect to use in conjunction with a matte coating or as a stand alone effect.

This product is designed to cure reasonably high speeds and is comparatively resistant to scuff and rub. While this coating is designed to seamlessly integrate with UVitec's premium offset, letterpress and flexo series of inks, it is manufactured to complement most other ink systems available.

This product is manufactured to flow and transfer properly on press and can be used as easily as any other UV rotary screen product can. This product also comes in a lower viscosity version, **21505-77**. Please contact UVitec for more information.

About UVitec

UVitec Printing Ink, Inc. is a leading manufacturer of high quality UV curable inks and coatings. UVitec manufactures standard inks and a number of specialty products used for printing and coating cosmetic folding cartons, soda bottle labels, pharmaceutical labels, consumer product labels, business forms, lottery tickets, catalogs, and baseball cards. Founded in 1980, UVitec is recognized for its experience, service, and quality products.

For more information, visit www.uvitec.com or contact UVitec Printing Ink at 14 Mill Street, Lodi, NJ 07644; phone: 800.478.6330; fax: 973.778.5981.