



Foam, plastic or ... recyclable paper? conVerd sponsors signage for ISA Sign Expo using sustainable Enviroboard®

April 28, 2011 - Las Vegas, NV - conVerd is proud to announce the use of Enviroboard® MR as the official signage material for ISA Sign Expo 2011.

This sustainable, rigid, moisture-resistant material takes the traditional board products to the next level. Unlike many foam boards and corrugated plastic boards, Enviroboard® MR is recyclable, and has FSC® certification as well as recyclability certification from the Department of Wood and Paper Science at North Carolina State University. Ideally, it is suitable for indoor (short-term outdoor) Point of Purchase applications, and it can be printed on two sides.

Milene Ribas, Marketing Manager at conVerd, says: "We worked with ISA and Brede, the Exposition Service company behind Sign Expo, so they could create innovative and inspiring signage using our paper products, while promoting sustainability at the same time".

Foam, plastic ... or recyclable paper?

Industry trade shows are responsible for a large amount of signage used to promote and display products and services. To help reduce the negative impact on the environment, products like conVerd recyclable substrates are a sustainable way to diminish the waste produced at these events.

"conVerd's eco-friendly paper products are the answer to printers and advertisers who want to move in a green direction. This is a major leap forward for the industry," states Paul Paulette, company Vice President.

Other products will be also showcased at Exhibitor Hall: **Blox-Lite™**, a green hanging signage alternative to PVC vinyl banner that is 100% opaque and printable on both sides. **GreenLight™ Plus!**, a backlit alternative to synthetic films, and the new **EnviroScape Mural™ Plus!**, a wallscaping product easy to install and remove that supports LEED credit certification and carries a class A ASTM E-84 Fire Rating.

About conVerd LLC

conVerd LLC is widely recognized as the leader in creating green solutions for the digital printing industry with eco-sustainable print media. With over a decade's worth of experience as a wide format supplier, conVerd's durable paper products are widely used around the World for billboards, backlit, frontlit, and Point of Purchase applications. For more information, visit www.conVerd.com.

Surf-themed ISA Sign Expo booth #2506 constructed of new 6mm Enviroboard®

Enviroboard® is now available in 6mm. conVerd Marketing Manager Milene Ribas says that the most appealing feature of the 6mm board is its rigidity, allowing use in heavier signage applications.

Ribas says that conVerd expects that 6mm Enviroboard will replace much more expensive and unsustainable offerings, providing the market with an opportunity to maintain printing quality and media performance, in a more eco-friendly alternative.

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