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conVerd Steers Printing Industry towards a Greener Future

East Longmeadow, MA – October 7, 2009 -- With an emphasis on *recyclable*, conVerd presents a genuinely green product line for the large format digital printing industry. "Our mantra at conVerd is renew, reuse, sustain" says company Vice President Al Ammerman. "The solution starts and ends with paper products--recyclable paper products."

conVerd's recyclable and FSC (Forest Stewardship Council) certified paper products are the answer to printers and advertisers who want to help green the industry. Users can take these recyclable materials and move them right back into the production process, instead of discarding them into the country's overextended landfills.

Paul Paulette, company Vice President, says conVerd's product line is generating a lot of excitement in the industry: "Advertisers and printers want to move in a green direction, and so they are excited about our option. Most of our products are renewable and recyclable, and they are not petrochemical based. This is a major leap forward for the industry."

conVerd highlights two environmentally friendly paper products, the moisture-resistant **Enviroboard™** and **MR Blox-Lite™**, which go one step beyond typical green products.

The **Enviroboard™ MR**, unlike many foam boards and corrugated plastic boards, it is recyclable. This ridged, moisture-resistant board is also printable on two sides and ideally suited for indoor and short-term outdoor Point of Purchase, hanging signage use.

The Enviroboard™ MR is also ideal for trade show applications. The 2009 SGIA Expo is using the eco-friendly product as the aisle signs for the entire show floor, recycling the material after the event ends.

Another marquee product is the **Blox-Lite™**, a green alternative to the PVC vinyl banner is 100 percent opaque, printable on both sides, and ideally suited for window and hanging displays.



According to Al Ammerman, Blox-Lite™ offers a new way to advertise:

“Blox-Lite™ gets the message across with vivid colors, and it can be recycled. It’s not going to sit in a landfill for years, like the vinyl banner. People understand that, with these types of products, we’re not just talking green, we’re committed to being green”.

Going green pays off in other ways-- companies that buy recyclable products needn’t spend their dollars discarding those materials at the landfill.

conVerd is always perfecting its existing product line, says Vice President Paul Paulette: “We are always looking for opportunities to improve and fine tune our products, while also keeping our commitment to green practices. This way, we are making advances that we know will also be sustainable.”

ConVerd LLC is a recognized leader in creating green solutions for the printing industry with a product range including eco-sustainable print media, printing machinery and inks. With over a decade’s worth of experience as a wide format supplier in the North American market, conVerd’s durable paper products are widely used throughout the region for billboards, backlit, frontlit, and Point of Purchase applications.

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