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Contact:

*Milene Ribas, Marketing Manager*

Phone: 888.977.5050

Cell: 720.785.4648

[milene@converd.com](mailto:milene@converd.com)

**CONVERD EMPHASIZES RECYCLABLE MEDIA  
AT LAS VEGAS ISA INTERNATIONAL SIGN EXPO**

East Longmeadow, MA -- April 16, 2009 -- With an emphasis on *recyclable*, conVerd presents alternative resources for the large format digital printing industry at ISA International Sign Expo. The company is highlighting three revolutionary, environmentally friendly paper products, Blox-Lite™, Enviroboard™ and GreenLight™ which go one step beyond typical green offerings with the capability to skip the landfill and head straight to the recycling bin.

- Blox-Lite™ is a 100% opaque, grommetable banner and sign material, printable on two sides and available in 10-, 12- and 14-point media. It's suitable for use to hang in windows and from ceilings. Applications include digital, screen, offset and flatbed UV printing.
- Enviroboard FR (Flame Retardant)™ and Enviroboard MR (Moisture Resistant)™ are exceptional multi-ply alternatives to traditional foamboard and corrugated plastic boards. Printable on two sides for indoor Point of Purchase upright and hanging sign applications, it's available in sheets for flatbed UV printing.
- GreenLight™ is the highest-selling backlit poster paper in North America. This translucent, double-sided and coated paper is printable on two side and available for use in digital, offset, screen and flatbed UV printing applications.

"Our mantra at conVerd is: *renew, reuse, sustain*," says Vice President of Sustainable Products, Al Ammerman. "All of our products are FSC-certified for recycling. That means our printing substrates don't have to take up space in a landfill to biodegrade."

On average, it takes paper 2-5 months to biodegrade naturally, but conVerd asks, “Why wait?” Printers with an environmental conscience are looking for the greenest solutions possible, stresses Ammerman, and it begins with paper. “And it ends with paper,” he adds. “Recyclable paper.”

The ConVerd wide- and super wide-format paper line was the very first to be FSC-certified and is manufactured with up to 50% post-consumption fiber content and is 100% recyclable.

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 U.S.A. market, conVerd’s exceptionally durable paper products are widely used in the U.S.A. for billboards, backlit and fronlit applications, and Point of Purchase applications.

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To learn more about conVerd visit [www.converd.com](http://www.converd.com) or visit Booth 2508 at ISA International Sign Expo, Las Vegas, NV.