



conVerd Launches new products at SGIA Expo and Shopper Marketing Expo 2011

Butler, WI - October 19, 2011 - conVerd LLC, a leading manufacturer of FSC-Certified sustainable paper substrates, will launch four new products at the SGIA Expo (New Orleans) and Shopper Marketing Expo (Chicago):

- Blox-Lite® Chrome - A direct aluminum metalized variation of our proven Blox-Lite product family that is created to provide a stunning visual impact for traditional signs and banners. Available in Mirror Gloss and Brushed Chrome.
- GreenLight® Opti-Max - A satin print gloss backlit poster product manufactured with broad cross printer platform compatibility in mind. Designed for varied market applications and extended posting cycles that are often required in our traditional backlit poster markets.
- EnviroScape Mural® Plus! HD - A heavy-duty version of our existing wallscape solution with a textured finish designed to provide a more substantial and easier installation option to wall, window and rigid surface applications.
- conVerd Enviroboard™ MR/HD 12mm - A heavy-duty bright white paper board that offers exceptional strength and durability for signage, display and promotional furniture. This is the first item in conVerd's board line to come standard with our visual ID panel for instant identification. A quick check of the side profile of our new board will assure the end-user that they are using a product that has efficient recyclability and maximum sustainability built in.

Foam, plastic or ... recyclable paper? conVerd Enviroboard™ MR is the official substrate for the SGIA Expo aisle signage.

Unlike many foam boards and corrugated plastic boards, conVerd 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.

Suitable for indoor (short-term outdoor) Point of Purchase signage, displays and trade show applications.

Available in 3mm, 3.5mm, 4.7mm, 6mm and new 12mm.

conVerd's existing FSC-Certified and recyclable paper product line will also be 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. **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. **conVerd Enviroboard™ MR**, a sustainable rigid, moisture-resistant material that takes the traditional board products to the next level.

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.

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