



TRANSILWRAP COMPANY, INC.

YOUR TOTAL SOLUTION PROVIDER



For Immediate Release

Contact: Greg Carlin (440) 638-2000

Transilwrap Co. Sponsors Innovative Marketing Event

DALLAS, Texas – Transilwrap Company, Inc. recently participated as a title sponsor in the first POP Revolution event hosted by Performance Companies and Inkjet International in Dallas, Texas. Designed to educate and inspire thought-provoking ideas and discussion, while showcasing new media applications and print technologies, the daylong “edu-tainment” event provided print buyers, media agencies and corporate marketing departments the opportunity to learn more about the companies’ products and services in a hands-on way.

As title sponsor, Transilwrap was integral to the success of the program with multiple examples of its unique, value-added products for print applications. From backstage pass lanyards for each participant, idea kit boxes filled with samples and giveaways, wall graphic posters commemorating the event, a large-scale floor graphic of The Beatles’ *Abbey Road* album to the plastic cups at the afterparty, Transilwrap materials were synonymous with the branding and identity of the event.

With an extensive knowledge of chemical properties and raw materials, Transilwrap is well suited to make accurate and professional recommendations, no matter the application. By collaborating with customers in the early phases of a project to determine ultimate functionality and desired goals, Transilwrap’s product expertise carries through to the final result in cost-efficient and innovative ways.

“We provide a critical component for a campaign’s success by aligning marketing and advertising needs with the best substrates available,” said Greg Carlin, National Sales Manager. “By the end of the day, participants clearly understood Transilwrap’s role and unique ability to supply the right product solution for a project.”

Transilwrap Company, Inc. is a full-service provider of manufactured and distributed films for the printable plastics, thermal laminating and specialty packaging markets.