



TRANSILWRAP COMPANY, INC.

YOUR TOTAL SOLUTION PROVIDER



For Immediate Release

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Transilwrap's Azuna™ 3D Produces Award-Winning Results

STRONGSVILLE, Ohio – Through an impressive demonstration of the remarkable effects achieved with Azuna™ 3D, a patented dimensional print technology, Transilwrap Company, Inc. showed Best Press of Addison, Texas, how to “wow” a customer with visual impact.

Best Press, a commercial printer, wanted a dynamic promotional leave-behind to keep its name front and center with prospects. After seeing the Azuna™ presentation, the solution was clear. Transilwrap worked closely with and coached Best Press on the printing characteristics of the material. The result? A “Best of Category” nod from the Printing & Imaging Association of MidAmerica for its 2010 desk calendar designed by students at Texas A&M University Commerce.

Made from recyclable clear polypropylene, the substrate is an exciting new printable plastic that overshadows products like lenticular in depth, clarity and, best of all, affordability. And while the effects may appear to be technically difficult to accomplish, the equipment requirements are actually less stringent than the lenticular process. No specialized, expensive software is needed to produce them.

Amazingly versatile, this 3-D material creates dramatic point of purchase and signage from shelf talkers to large-format backlit displays. Printed on the surface using UV litho, screen or digital print processes, it can be folded, die cut, glued, bound and foil stamped. When applied, coatings and varnishes create the opportunity to float elements and add a sense of touch to the visual dimension.

The .020mm material is available in 28 x 40 or 38 x 55 sheets. Custom converting and mounting solutions are also available.

Transilwrap, a leading supplier of manufactured and distributed plastic films and sheets to the print and graphic arts markets, takes great strides to develop innovative products for the creative and print industries, knowing its customers are continually looking for special effects that broaden the scope of and go far beyond traditional marketing and advertising.

For more information, contact Transilwrap at (800) 321-8544 or 3d@transilwrap.com.