



Appvion to showcase three new products at Labelexpo Europe

(Appleton, Wis., September 7, 2017) Appvion will exhibit its portfolio of direct thermal products and introduce three new ones at Labelexpo Europe 2017 in Brussels, Belgium, September 25 – 28.

The company's debut of Dual™ RB, Résiste® 185-3.2, and Résiste® LE will be accompanied by live product demos.

Dual RB is a two-color direct thermal technology with the ability to image both red and black colors in one pass through a two-color printer. With excellent color separation, Dual RB is ideal media for sale merchandise, allergens call-out information, or other priority call-out information. This product is a lower total cost of ownership option compared to the use of thermal transfer and ink jet technologies.

The new Résiste 185-3.2 joins Appvion's topcoated Résiste label products as an ideal solution for grocery weigh scale and light logistic applications where resistance to oil, heat, and room-temperature plasticizers are functional requirements.

Serving the linerless label market will be a point of emphasis for Appvion at Labelexpo Europe 2017 as it was at the 2015 event. The company's Résiste LE is a direct thermal product that provides the sensitivity and adhesion properties required for linerless label applications.

Appvion is also pleased to announce that its 7 mil HP Indigo-compatible direct thermal technology has been certified for HP Indigo printing. Ideal for entertainment, retail and hospitality applications, this thermal product provides exceptional print quality, especially for barcode printing and scanning, when used with HP Indigo presses.

"New product innovation is a strategic focus for Appvion," said Joe Audette, director of the thermal tag, label and entertainment business. "By combining our market insight, extensive manufacturing capabilities and unique coating technologies, we are able to offer new and enhanced direct thermal products that will help our customers expand their product lines and customer bases."

Along with the new products, visitors at Appvion's Labelexpo Europe booth can learn more about the following products lines:

- Résiste – topcoated, paper-based products ideal for applications that require extended image life or resistance
- PolyTherm® – film-based products that provide the extra durability, resistance, and sharp imaging required for a variety of applications
- ThermArt® – topcoated, colored paper-based grades for increased label visibility
- Alpha® – non-topcoated paper-based products ideal for short duration labels

Held every two years, Labelexpo Europe is the world's largest event for the label and package printing industry. Appvion's expo booth will be 6D11.

**About Appvion**

Appvion creates product solutions through its development and use of coating formulations and applications. The Company produces thermal, carbonless, security, inkjet, digital specialty and colored papers. Appvion, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio and Pennsylvania, employs approximately 1,400 people and is 100 percent employee owned. For more information, visit www.appvion.com.

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