



NEWS RELEASE

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ROWMARK AWARDED "VISCOM INNOVATION AWARD 2007" FOR METALGRAPH PLUS™ PRODUCT LINE

FINDLAY, OHIO – Rowmark, LLC and its European operation, Tromark, are proud to announce that the Metalgraph Plus™ product line received the "Viscom Innovation Award 2007" at the recent International Trade Fair for Visual Communication in Düsseldorf, Germany.

In the category of signmaking, Metalgraph Plus™ was chosen as the most innovative product of the year. "The material presented by Tromark produces weather and corrosion resistant signs with highly decorative metallic surfaces in stainless steel and metal look with non-sophisticated technical equipment and machines."

Introduced in 2006, Metalgraph Plus is the first metallic laser and rotary engravable laminate engineered and formulated for exceptional corrosion resistance and UV stability. Its integrated hard coat and sub-surface brush finish provides superior protection for exterior applications and is moisture and fingerprint resistant.

Because of its versatility and light structural weight, Metalgraph Plus is ideal for a wide range of applications, including exterior and interior signage, personal identification, directional/wayfinding signage, control panels, and trophies and recognition pieces.

This is the second award for Metalgraph Plus in 2007. Metalgraph Plus was also awarded third place for Best New Engravable Product at the 2007 ARA International Awards Market.

For more information on Metalgraph Plus, visit www.rowmark.com.



NOTE: Pictured in attached photo (Tromark Viscom Award.jpg) from left to right are Tromark employees: Carolyn Krekels, Marketing Manager; Eric Marichal, France & Benelux Business Manager; Eric Wiegman, General Manager; Françoise Yvon, Central and Eastern Europe Sales Manager.

Company information: Rowmark is the world's leading manufacturer of engravable sheet plastic for the awards, engraving, and signage markets, and also carries a complete line of sublimation products. Its products are sold exclusively through Authorized Rowmark Distributors in more than 60 countries. For more information, visit www.rowmark.com.

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