



NEWS RELEASE

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ROWMARK INTRODUCES LASERGLOW™ SIGNAGE MATERIAL

FINDLAY, OHIO – Rowmark, LLC, introduces the newest addition to the Rowmark product lineup, **LaserGlow™**.

LaserGlow is unlike any glow-in-the-dark material on the market. Constructed from a *non-radioactive chemical light source*, LaserGlow is specially engineered from a flexible acrylic substrate that glows in total darkness after exposure to light.

“LaserGlow meets and exceeds many photoluminescent standards for building signage,” said Jen Schoenberger, Rowmark sales and marketing manager. “Our customers have asked for a product that is compliant with many of the new local laws that govern the fabrication and construction of safety signage, and LaserGlow will meet that need.”

LaserGlow has been tested by an independent laboratory and meets or exceeds the photoluminescent (glow-in-the-dark) standards for NYC Local Law 26 of 2004, DIN 67 510 Parts 1-4 (European standard), and International Marine Organization standards for ships carrying 35 or more passengers. The NYC Local Law 26 was established by the City of New York to ensure that exit signage is clearly marked in case of a power failure. It was enacted in part by the events of both September 11, 2001 and the Northeast blackout of 2003. Other large cities and municipalities have or are considering such laws for safety signage construction.

LaserGlow is both laser and rotary engravable and available as a single-ply (.020”) peel and stick appliqué or a two-ply (.050”) reverse-engravable product. The reverse-engravable product can be back painted for customized signage and will not affect the glow properties of the material. Both products feature a matte, non-glare finish.

LaserGlow is available exclusively through Authorized Rowmark Distributors. For a complete list of Authorized Rowmark Distributors, as well as details about LaserGlow, visit Rowmark’s website at www.rowmark.com.

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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