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ROWMARK ANNOUNCES NEW PRODUCTS IN THE LASERGLOW® PRODUCT LINE

FINDLAY, OHIO – Rowmark LLC is proud to announce the addition of four products to our popular LaserGlow® product family. Since being introduced nearly two years ago, Rowmark has seen a steadily increasing demand in our LaserGlow photoluminescent product line. Customers have been using LaserGlow in variety of applications, including equipment tags, safety signage, and egress pathway markings. The recent addition of laws requiring photoluminescent exit signage, similar to New York City Local Law 26, has added to that demand.

Customers at the recent ARA and ISA exhibitions indicated a significant interest Rowmark adding common color configurations to the LaserGlow line. With that in mind, Rowmark is introducing four new *Front Engravable* products. Customers can now choose from four safety-oriented color combinations to create glow signs. These products feature a .020" glow cap layer laminated to a .030" core of black, red, blue or bright green.

"Customers with routers or rotary engravers can simply engrave through the glow layer to quickly and efficiently create compliant glow signage by revealing the core color," said Rich Zydonik, Rowmark Vice President of Sales and Business Development. "This eliminates some of the secondary processes associated with other glow products, such as appliquéing letters or back painting."

The addition of these four new products makes Rowmark's LaserGlow line one of the most versatile lines of compliant photoluminescent sheet products on the market today. Rowmark's LaserGlow products are New York City MEA certified and can be used to comply with NYC Local Law 26.

Included with this news release is a photo of the four new LaserGlow products.

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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