

Press Release

Successful presentation of ACTEGA Kelstar at Graph Expo: Innovative products and a busy booth create robust leads

- **High level of attendance at ACTEGA Kelstar booth**
- **Live presentation of innovative products**

Delran, NJ / Chicago, IL, September 2011 - ACTEGA Kelstar is very pleased with this years' Graph Expo show in Chicago. Not only was the show well attended, but ACTEGA Kelstar was also able to create the desired attention for new, innovative products. An active booth design encompassed the live presentation of exciting new products such as:

- DataLase™ Inks for Laser Marking on Packaging
- Aqueous Dry Erase coating
- Off-line coating for digital prints

With monitor-displayed presentations and printed literature we informed visitors about our comprehensive product line of Aqueous and UV coatings, Fountain Solutions, and additional novelties such as:

- PlasmaCoat™ for enhanced glueability on packaging
- TerraGreen® Coating based on renewable resources

The booth also featured a coater provided by Graphic Whizard, Inc. for offline coating of digitally printed material running ACTEGA Kelstar's UV-9058DG coating.

Please note: Two printable, high resolution pictures are available. Please click on the images.



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Our DataLase™ Inks, which were presented with a live laser display which was supported by employees from Videojet, especially drew a lot of interest. Representatives from leading press manufacturers and printers expressed high interest in this ground-breaking technology, and complimented our R&D team for this “true innovation”. DataLase™ allows the creating of variable data such as bar codes, lot numbers, etc. even underneath films or coatings without the need of close contact of the laser to the substrate. Laser marking technology continues to improve with advances in both receptive chemistries offered by ACTEGA and the laser equipment from companies such as Videojet. Laser marking offers advantages in the printing of variable data, as the high costs of consumables and maintenance of ink jet printers will be eliminated. The image created by a laser on DataLase™ inks features a very high quality, black positive image compared with laser ablation. Line speeds up to 600 feet per minute are achievable depending on complexity of the graphics being printed.



Please click [here](#) to watch the animation as a movie.

For additional information on any featured product, or for general information about ACTEGA Kelstar, please contact:

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This press release is also available online on www.actega.com/press

ACTEGA develops and produces specialty coatings, sealants, printing inks and adhesives for the rigid and flexible packaging and graphics arts industry and is a member of globally operating specialty chemical company ALTANA. ACTEGA Kelstar is a leading manufacturer of Specialty Coatings & Chemicals for the Graphic Arts and one of the largest suppliers of coatings in North America.

ACTEGA Kelstar and ACTEGA WIT provide excellent technical support and have multiple warehouses strategically located throughout the U.S. and Canada to ensure expedited delivery. Please contact us at

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