



**For immediate release**

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**Pregis launches Hexacomb® Falconboard™ paper-based graphic display board to support environmental initiatives**

**Deerfield, Ill., July 28, 2009**— Falconboard™, a new environmentally-responsible graphic display board is being launched across North America and Europe by Pregis Corp.'s Hexacomb® business unit. The patent-pending product provides users with a unique alternative to petroleum-based display boards.

Ideally suited for digital and screen printing applications such as signage, point-of-purchase and trade show displays, the 100% paper-based product is made from renewable resources (a minimum of 20% recycled fiber content) and is recyclable to provide the perfect blend of printing performance and environmental stewardship.

Falconboard™'s proprietary process features an engineered paper core and water-based adhesives coupled with a white printing surface. Produced chlorofluorocarbon-free, it emits zero volatile organic compounds (VOCs) during manufacturing. The product is an excellent "green" alternative to traditional foam boards made from polyethylene (PE), polystyrene (PS) or polyvinylchloride (PVC). (The Paper Industry Association Council reported an overall 2008 U.S. paper and paperboard recovery rate of 57.4% compared to 19.5% for expanded PS, as reported by Alliance of Foam Packaging Recyclers.)

Falconboard™'s resistance to bending or warping offers a superior alternative to printed corrugated alternatives where increased shelf life and three-dimensional point-of-purchase display stability is a requirement.

"According to a 2008 Info Trends survey, the worldwide market value for screen and digitally printed graphics is more than 58 billion euros. Hexacomb's new Falconboard™ graphic display board provides an option for those companies who are

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looking to increase their environmental profile in this growing sector without sacrificing performance,” said Josephine Fish, director of marketing, Pregis. “It is the ideal display board product to address growing consumer interest in products which minimize environmental impact.”

Further, printing capabilities—including a variety of wide formats and digital processes—are equal to traditional foam boards. Falconboard™’s unique structure can handle the most demanding of graphic display applications due to its high rigidity and dimensional stability.

“Falconboard’s rigidity allows you to print directly onto the structure compared to most other display board configurations where you have to print first and then mount onto a rigid substrate,” Fish said.

The display board accommodates most inks and adhesives, as well as commercial connective systems such as edge tape and plastic or metal edging/channels. It is lightweight and heat-resistant up to 300 degrees Fahrenheit.

Falconboard™ cuts easily and cleanly, is perfect for die-cutting and is great for demanding mounting applications. The tough core resists denting and its durable construction is scratch and warp resistant.

Target markets and ideal applications include: point-of-purchase displays, interior signage, exhibits, kiosks, framing, mounting, specialty print market, direct digital and screen printing, painting, etc.

Falconboard™’s pricing is comparable to traditional foam board. Further, because it is paper-based, its pricing is likely to be less volatile over the long term compared to petroleum-based solutions.

The product line is offered in eight standard thicknesses ranging from ¼- to 4-inches. Standard sheet sizes are 48- x 96-inches, 48- x 120-inches, 60- x 96-inches and 60- x 120-inches. Custom sizes also are available.

***About Pregis:***

Pregis Corporation is a leading global provider of innovative protective, flexible, and foodservice packaging and hospital supply products. The company offers packaging and

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product solutions for a wide variety of consumer and industrial market segments including food and foodservice, healthcare, agriculture, automotive, furniture, electronics, construction, fulfillment, catalog and military/aerospace. The specialty-packaging leader currently operates 47 facilities in 18 countries around the world. For more information visit [www.pregis.com](http://www.pregis.com) and [www.falconboard.com](http://www.falconboard.com).

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