

## PRESS RELEASE

### Contact:

**Tamar Russell**  
**Sitka Creations**  
**401-316-284**

**Robert Waddington**  
**Advanced Ink & Chemical**  
**973-610-4356**

### **Water-Based Flexographic Matte Coating**

*-Excellent Matte Effect coating provides lower gloss finish with smooth lay down at a lower cost-*

Bensalem, PA (March 2007) – Advanced Ink & Chemical is pleased to announce the development of “**Matte WB**”, this flexographic clear varnish is designed to produce a lower gloss appearance than most matte coatings on the market. Using a unique resin system and special matte agents enables the cured coating to exhibit excellent resistance and scuff levels. This coating can run on paper and film. In addition to having excellent performance attributes, Advanced is offering this premium coating at a relatively low cost. Designed to run on paper and film, this coating is perfect for prime labels and high end packaging.

### **About Advanced Ink & Chemical**

Advanced Ink & chemical is a manufacturer of water based specialty inks and coatings, as well as a full line of chemicals and cleaners for the pressroom. By offering specialty products like tactile coatings, fluorescent and security flexographic inks and premium inkjet inks, Advanced is a true resource to their customers.

For more information, visit <http://www.advancedinks.com> or contact Advanced Ink & Chemical at 736 Dunks Ferry Road, Bensalem, PA 19020  
Phone: 215-639-8580, fax: 215-639-8642