



FOR IMMEDIATE RELEASE:

Ritrama Launches Ri X Print Easy Window, a Product for Easy Window Graphics Installation

Minneapolis, MN, September 22, 2010 - Ritrama announces the launch of our Ri X Print Easy Window print media product. This new revolutionary window product is a gloss clear vinyl designed for temporary easy-to-install window graphic applications. The adhesive applied to the window removes cleanly for up to one year and performs for up three years. Ri X Print Easy Window (product number 4-0110) uses our 90# Licensed Air Flow Release Liner™ for an easier and smoother installation without wrinkles or bubbles. A squeegee should be enough when installing this product, there is no need for a wet application.

Ri X Print Easy Window has many benefits when compared to Static Cling. Ri X Print Easy Window is priced in the same range as Static Cling but brings the advantages of indoor or outdoor applications; furthermore, it will last significantly longer than the standard six-month life span of Static Cling.

Ri X Print Easy Window is compatible with a variety of printing methods such as solvent, eco-solvent, and UV ink jet technologies. Applications include but are not limited to window graphics, point of purchase and tradeshow displays. This product is available in 30", 54" and 60" rolls.



For more information on Ri X Print Easy Window or to order your free sample call customer service at 1-800-328-5071, contact your sales representative or visit www.ritrama.com.

About Ritrama, Inc.

Ritrama, Inc. is a group of international companies dedicated to the worldwide manufacture and sales of specialty self-adhesive materials. Ritrama, Inc. manufactures a full line of pressure-sensitive film label stocks for the Prime, Beverage, Health & Beauty, and OEM markets. Our full range of product capabilities includes products such as: traditional and specialty films with print enhancing topcoats, engineered solvent and water-based adhesives, with a variety of paper or film liners to meet your specific processing needs. With recent investments in technology, we have greatly improved our position in the signage, RV, marine and automotive industry.

The commitment of Ritrama is to provide you with excellent quality, innovation and worldwide service. Ritrama US headquarters is located at 800 Kasota Avenue, Minneapolis, MN 55414 and we can be reached at 1-800-328-5071. To know more about our company, go to www.ritrama.com.

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