



FOR IMMEDIATE RELEASE:

Ritrama Launches its Innovative Black Carbon Fiber Cast Vinyl for Vehicle Wrapping

Minneapolis, MN, November 1, 2010 - Ritrama announces the launch of its Black Carbon Fiber cast vinyl product. The unique texture of this vinyl with a carbon fiber look is ideal for both interior and exterior applications for your vehicle. This innovative product gives your vehicle an authentic look and protects it from road rash.

Our Black Carbon Fiber cast vinyl, product 3-3078, is a 5.0-mil flexible cast vinyl with positionable adhesive for long-term applications. It is married to our Licensed Air Flow Release Liner™ with an air release pattern that makes the application fast and easy. It is designed for full or partial, flat or irregular surface applications. Applications include: side mirrors, roofs, bumpers, hoods and even electronic equipment among others. This product is available in 30", 54" and 60" rolls.

For more information on our Black Carbon Fiber Cast Vinyl 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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