



Graphics of the Americas Announces Live Vehicle Wrap Demonstrations Showcasing the Latest Advances in Large Format Specialty Printing

Arlon and Mutoh America Sponsor Free Demo and Training Sessions Daily at the GOA Vehicle Wrap Center, Hall A

MIAMI BEACH, February 11, 2009 -- Colorful, bold, exciting and growing in popularity among marketers and consumers alike, vehicle wrap advertising has experienced 15% growth in recent years. Now for the first time at Graphics of the Americas (GOA) 2009 (www.GOA2009.com), visitors will have the opportunity to see the latest vehicle wrap technology in live demonstrations and training sessions. GOA takes place February 26-28 in Miami Beach, Fla.

GOA has teamed up with two of the leading suppliers in the segment, Arlon and Mutoh America, to bring in the top professional graphic and wrap installers to showcase the best techniques, practices and products for flawless vehicle wraps. These free sessions will be held daily at the GOA Wrap Center located at the entrance of Hall A of the Miami Beach Convention Center.

The advanced vehicle wrap technologies being demonstrated live at GOA 2009 include:

Arlon's DPF 6000X, specifically formulated for solvent, eco-solvent, and most UV printers is a 2-mil cast film featuring Arlon's X-Scape bubble free technology. This X-Scape technology film is ideal for fast and easy installation and doesn't compromise on adhesive strength. With an outdoor durability of 7 years, DPF 6000X is the perfect film for fleet or vehicle wraps, decals and markings over flat, corrugated, riveted and seamed surfaces. For more information, visit www.arlon.com.

Mutoh America's ValueJet 1614-64" Printer. The company says that more wrappers choose Mutoh's ValueJet 1614-64" printer for:

1. Size - 64" is the perfect size to create one piece hoods with no seams.
2. Speed - Fastest printer in its class, printing speeds up to 183 square

ft/hr in production mode.

3. Quality - Intelligent Interweave Print Technology (i2): Its increased accuracy and consistency of dot-to-dot contact improves the printed images with colors that pop and virtually no banding.

The ValueJet 1614 uses Mutoh's Eco Ultra Inks, and no ventilation is required. Visit www.mutoh.com for more details.

About Graphics of the Americas (GOA)

Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the print industry's second largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attracts print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26 - 28, and will be a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit www.GOA2009.com. Outside the U.S. and Canada, dial +1-407-240-8009.

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