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VALÉRON DIRECT THERMAL PRINTABLE FILM ELIMINATES MULTI-SUBSTRATE LAMINATIONS

*Leading High-Strength Film Manufacturer
Showcases Valéron DT™ at LabelExpo 2006, Booth #1211*

HOUSTON, TEXAS (Sept. 10, 2006) ... Valéron Strength Films, a leading global manufacturer of high-strength label film and tag stock announces the launch of a direct thermal printable Valéron® Strength Film – or **Valéron DT™** - for high-strength tag and label applications.

In the past, converters have had to live with the additional step of laminating thermal receptive materials, like coated paper or BOPP, to high-strength films in order to achieve the durability needed in many tag and label applications. That is no longer the case with Valéron Strength Films' introduction of Valéron DT™.

Valéron DT™ offers converters a more user-friendly option by eliminating the need for thermal transfer ribbons. By providing a heat-sensitive thermal topcoat to its industry leading strength film, Valeron DT™ is imaged as it passes the printhead. Valéron DT is also fully flexo-printable for full-color labels and tags.

Valéron DT™ provides a big leap forward in terms of efficiency and supply chain management while providing the same tear-resistance Valéron Strength Film is known for in applications such as airline baggage tags, freight tags, lumber tags and hunting and fishing licenses.

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Proprietary cross-lamination technology offers unsurpassed resistance to further tearing, even when nicked. There is no need for red fiber patches, metal grommets or expensive reinforcement tape when using Valéron Strength Film. Valéron DT™ is available from authorized distributors in a 6.9 mil C1S grade.

For information, or to order product, call 1.800.VALERON.

About Valéron Strength Films

Valéron Strength Films is a world leader in the production of unique cross-laminated strength and specialty films under ISO 9001:2000 registration at its Houston, Texas and Essen, Belgium facilities. Valéron® Strength Film can be found in quality building products manufactured by industry-leading companies including; roof underlayment, flexible flashing, underslab barriers, vertical drain membranes and radiant barriers. Valéron Strength Film can also be found in Child Resistant Packaging, Shipping Sacks, Tags and Labels, Outdoor Banners, and Industrial Packaging. Valéron Strength Films is a Division of Illinois Tool Works Inc. (NYSE: ITW), a Fortune 200 company based in Glenview, Illinois with net sales of \$12 billion USD and nearly 50,000 employees worldwide. For more information, visit www.valeron.com.

Valéron® is a trademark of Valéron Strength Films, an ITW company.

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