GBC Introduces New Arctic® Films at Graph Expo 2012

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Lincolnshire, IL. October, 2012 – GBC, the market leader in document finishing, introduces two new Arctic pressure-sensitive film products to their already extensive line of Arctic films and mounting adhesives. Both films will be highlighted at Graph Expo 2012, October 7-10 in Chicago, IL, Booth # 217. Show attendees will be able to learn about these two newly-introduced films along with the entire breadth of films and mounting adhesives available from GBC. As a world leader in lamination products, GBC offers some of the best- performing lamination supplies on the market for applications from book jackets to trade show graphics to mounted signs and vehicle graphics.

Arctic Light film was designed to address the customer need for an economical film that would offer a high-quality finish for both indoor and outdoor use. Arctic Light is the answer to those requests and is a popular alternative solution for protecting and enhancing print image integrity at an affordable price with a product that works better than low-cost competitors. Overlaminating applications include short-term point-of-purchase (POP) displays, trade show graphics and other light use applications.

Arctic Light is available in various sizes to match the most popular customer application specifications including 38", 51", 54", and 61" widths and 150 ft. rolls.

The second introduction by GBC, Arctic Premium Vue-Thru, is a pressure- sensitive, two-sided, aggressive mounting adhesive that is an advanced replacement for the current GBC Vue-Thru film. This newly-developed permanent adhesive has recently been improved to offer a superior bond for various ‘hard to adhere to’ surfaces like Plexiglas and glass, with longer- term product utilization, enhanced clarity characteristics and UV protection. Arctic Premium Vue-Thru is the result of constant product research and development at GBC to evaluate market needs and continuously develop and enhance film products to fulfill customer requests. It is the ideal adhesive for high-quality display graphics including backlit applications, gaming industry graphics, trade show graphics and anything that requires a super-clear, long-lasting, optically- clear image display.

The Arctic Premium Vue-Thru, available in 38" and 51" widths and 300 ft. rolls, is an excellent, economically-priced choice for indoor and outdoor applications needing longer display time, noticeable clarity, impressive adhesion qualities and resistance to the harsh elements.

Also featured at Graph Expo 2012 will be AccuShield® coating. Using a patented, dry transfer process, AccuShield provides the advantages of both conventional lamination and liquid coating. AccuShield provides optically-clear, ultra-thin protection for both traditional and digitally-created photographs.

Unlike other methods of traditional lamination, with AccuShield trimming is not required. AccuShield sticks to the media but not to the rollers of the laminator. Any coating that is not applied to the media is rewound onto the release liner. And unlike liquid laminators, coating with AccuShield is easy and clean. AccuShield produces high-quality finishing without odors, wrinkles, or heat shrinkage. Wide-format applications for AccuShield include digital and traditional photographs, vinyl banners, murals, signs, and POP displays as well as outdoor graphics.

Samples of these and many other GBC laminating film and media products will be available at the GBC Graph Expo Booth #217.

About GBC and ACCO Brands Corporation (NYSE:ACCO)
GBC has been the market leader in binding and lamination for over 60 years. With a complete line of binding, laminating and shredding machines and supplies, GBC helps customers present, protect and preserve their documents. To learn more about GBC products, visit www.gbcconnect.com.

ACCO Brands Corporation is one of the world's largest suppliers of branded office and consumer products and print finishing solutions. Our widely recognized brands include AT-A-GLANCE®, Day-Timer®, Five Star®, GBC®, Hilroy®, Kensington®, Marbig, Mead®, NOBO, Quartet®, Rexel, Swingline®, Tilibra®, Wilson Jones® and many others. We design, market and sell products in more than 100 countries around the world. More information about ACCO Brands can be found at www.accobrands.com.

GBC Contact: Jim Beach
Beach & Associates
Email: beachassociates@charter.net
Phone: 608-834-9951