

## **Fiberweb® Graphic Arts Showcases New and Improved Elixir® Pre-Saturated Automatic Blanket Cleaning Rolls at PRINT® 09**

*Elixir offers cost-efficient solution for today's ink and blanket cleaning requirements*

(OLD HICKORY, Tenn.) Fiberweb®, a leading manufacturer of various high performance products for use in the graphic arts industry, will introduce its new Elixir® Pre-Saturated Automatic Blanket Cleaning (ABC) rolls at PRINT® 09, September 11-16, 2009, at McCormick Place in Chicago.

Specifically designed for blanket cleaning applications, the Elixir liquid solvent contains low VOC levels for improved indoor air quality and easier disposal. Elixir rolls feature longer yardage for fewer changeovers and more up-time, leading to increased productivity.

“We have made several user-friendly enhancements to our original Elixir product — all aimed at increasing productivity and performance in press cleaning,” said Dave DeVries, Business Director - Graphic Arts & Specialty Wipes for Fiberweb. “Fiberweb has a long established tradition in producing quality graphic arts products, and the new Elixir product continues this tradition.”

For added convenience, Elixir ABC rolls will now be available through many local graphic arts distribution companies, thus enabling one-stop shopping and reducing the need for high inventory levels and associated costs. Elixir ABC rolls are compatible with most pre-moistened web and sheet-fed cleaning systems and will be available in the fourth quarter of 2009.

At PRINT 09, Fiberweb Graphic Arts will exhibit its full array of high performance products, including wipes, dampeners, splicing tape and ABC products for prepress, pressroom, sheet-fed and web press applications.

“Our products keep printing operations running efficiently to ensure every aspect of the print shop surpasses productivity goals,” adds DeVries. “We are truly excited to feature Elixir along with all of our other products for the printing community at PRINT 09.”

For more information, visit the Fiberweb Graphic Arts Exhibit at Booth #4852 during PRINT 09, or go to [www.fiberwebgraphics.com](http://www.fiberwebgraphics.com).

### **About Fiberweb, Inc.**

Fiberweb® is one of the world's largest and leading suppliers of high performance, specialty nonwoven fabrics. Fiberweb has a strong market position in many of its product and application areas using a variety of leading manufacturing technologies, including several proprietary processes. With revenues of over a billion dollars and 3000 employees worldwide, the company has a strong global position with operations in North and South America, Europe,

Africa, Middle East and Asia. For more than 50 years, Fiberweb has manufactured a multitude of top quality, high performance products for use in the graphic arts industry. For more information visit the productivity experts at [www.fiberwebgraphics.com](http://www.fiberwebgraphics.com).