

NEWS RELEASE for immediate release

DPLenticular offers new innovative 3D solutions for large format and digital print applications at drupa 2008

Reinforced presence at the drupa innovation park, Hall 7 / 7.0 C, and at stands in Heidelberg hall

Dalkey, Ireland – April 15th, 2008 – DPLenticular, the acclaimed European leader in the supply of lenticular plastic sheets and rolls for the graphic arts industry, announces today together with Pacur its reinforced presence at drupa 2008. The company presents its unique range of Lenstar™ lenticular products for offset and digital printing applications, including its 40LPI product range.

At the show, Heidelberg will print Lenstar lenticular sheets supplied exclusively by DPLenticular on one of its UV-presses, with DPLenticular and Pacur professionals present in the Heidelberg hall for the entire duration of drupa 2008. DPLenticular and Pacur will also provide a large quantity of Lenstar lenticular sheets to a number of prestigious drupa exhibitors.

Daniel Pierret, Managing Director and founder of DPLenticular comments: “We are very excited at the prospect of drupa 2008. With over ten years experience in Europe, DPLenticular is well positioned to gain new market share in the promotional and advertising sector as the need for brand owners to promote their products with innovative solutions such as 3D and animation pictures continues to grow.”

Niche applications

Lenstar™, designed by Pacur Lenticular in Oshkosh, Wisconsin (US) and exclusively distributed in Europe by DPLenticular, represents a 100% recyclable polymer technology that fits a niche market requested by creative agencies as well as

commercial offset and digital printers. DPLenticular and Pacur's product range excels at boosting the corporate image and business profitability and is appropriate for use in a large number of applications such as POP designs, packaging, direct mail, promotional, various card formats.

New creative opportunities for the large format and digital printing industry

Recently, the lenticular market has found new growth opportunities through the expansion of the digital printing industry. DPLenticular will present its 40LPI product range at drupa 2008.

The 40 LPI lenticular sheet (also called VLF for Very Large Format) offers volume productions of posters in larger sizes with 3D or flip effect, offering new possibilities to the large format offset and digital flat-bed inkjet presses. It also allows the production of animated pictures using seconds of HDTV images.

DPLenticular's exclusive product range, Lenstar™ is composed of seven lens designs (40 LPI, 3D-100, 140 LPI, 60 LPI, 100 LPI, 62 LPI, 75 LPI). Specifically designed for the litho offset printing business, Lenstar™ sheets are manufactured to preset tolerances on a consistent basis to enable the printers to effectively interlace an image and print directly to the gloss surface of the lenticular sheets. Printing on lithographic offset equipment guarantees optimum press control, efficient print management, and the highest possible quality imaging capabilities.

Lenticular technology

Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar™ lenticular sheets is reverse printed with interlaced images using conventional or the faster UV inks and can accept various types of laminations.

DPLenticular in Europe and Pacur in the US are the only suppliers offering such a wide range of different types and thicknesses guaranteeing a stable and quality print. This is of vital importance as the slightest deviation distorts the image and completely destroys the effects of lenticular printing.

“DPLenticular (formerly known as LPC-Europe) has recently changed its company name and corporate branding. We are looking forward to meeting drupa’s global and international audience to continue to reinforce DPLenticular’s position as a trusted supplier of lenticular products in Europe and secure its unique position in a niche market. We warmly invite everyone who is interested in our products to visit us in Düsseldorf, at the drupa Innovation Park, **Hall 7 / 7.0 C.**” concludes Daniel Pierret, Managing Director and founder of DPLenticular.

To learn more about DPLenticular and its unique range of Lenstar™ lenticular sheets, please visit: www.dplenticular.com (in 5 languages) - www.lenstar.org - www.pacur.com

About DPLenticular Ltd.

DPLenticular is the only European company dedicated solely to the promotion and sales of Lenstar™ lenticular plastic sheets and rolls, offering customers in the graphic arts industry the highest quality lenticular sheet material available on the market as well as a reliable technical support and customized training services.

Positioned as a premium marketing tool, Lenstar™ lenticular excels at boosting the corporate image and business profitability and is appropriate for use in a large number of applications such as POP designs, packaging, direct mail, promotional and various card formats. Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar lenticular sheets is reverse printed with interlaced images using conventional or UV inks and can accept various types of laminations.

© 2007 DPLenticular-LPC Europe-The Lenticular Plastic Company of Europe are registered trade marks owned by DPLenticular Ltd

Press contacts

Duomedia Public Relations

Ingrid Van Loocke,
PR Manager
Phone: +32 (0)2 454 8550
Fax : +32 (0)2 458 8559
Email: ingrid.vl@duomedia.com

DPLenticular

Daniel Pierret,
Managing Director
Office Phone: +353 1 285 80 72
Home: +32 2770 4840
Fax: +353 (1) 285 80 73
Mobile: +32 (0) 475 498 932
Email: daniel@dplenticular.com