



NEWS RELEASE for immediate release

DPLenticular presents latest in 3D printing at European event trilogy

European lenticular leader in the spotlight at Dimension 3, Grafitec Converttec 2009 and UV Days 2009 demonstrating a multitude of business applications

Dalkey, Ireland – 29th May 2009 – DPLenticular, the acclaimed European leader in the supply of lenticular substrates for the graphic arts industry, is preparing to showcase its range of Lenstar™ products at three European events in the coming months including Dimension 3 (2-4 June, Paris), Graphitec Converttec (9-12 June, Paris) and UV Days 2009 (15-18 June, Nürtingen).

As well as exhibiting its comprehensive range of Lenstar™ recyclable polymer plastic sheets and rolls at Dimension 3, DPLenticular will take the opportunity to present its innovative 3D lenticular effect, which does not require the use of traditional 3D glasses. Visitors to the stand and attending the conference will be able to see how realistic and striking 3D results are achieved by interlacing and printing real 3D images or by layering an image in order to give the illusion of depth and perspective.

DPLenticular will have its own stand at both Dimension 3 (S4.7) and UV Days 2009; and the company will appear on Fuji's stand at Grafitec Converttec (4 D 079) where its lenticular sheet for very large format printing, the 40LPI will be featured.

New exciting business opportunities in 3D printing

Daniel Pierret, managing director and founder of DPLenticular, says: "Dimension 3, Grafitec Converttec and UV Days 2009 provide us with a gateway to a large number of potential contacts and we expect our high level of visibility over the next few weeks to provide valuable networking opportunities. Our presence at these renowned European events is also a testimony to the constant success and increasing interest we have experienced in the lenticular promotional and point of sale production industry since establishing the company in 2001"

DPLenticular reported a 26% increase in sales last year, supporting the fact that printers, agencies and advertisers around the world are looking for increasingly more creative ways to communicate products and services to their target audiences. Especially on the shelves in the

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www.dplenticular.com			
Phone: +353 1 285 80 72	DPLenticular Ltd:	Bank: AIB	Reg. N°: Dublin 347348 - Reg. Office:
Fax: +353 1 285 80 73	Castelyard - St Patrick Road 20-21	IBAN: IE97AIBK93102050302225	Marina House - Clarence Street
VAT N°: IE 6367348 S	Dalkey Co Dublin-Ireland	BIC: AIBKIE2D	Dun Loaghair Co Dublin-Ireland

Terms and conditions of Sales available on: http://www.dplenticular.com/en/uploads/Terms_and_Conditions_of_Sale_full.pdf

supermarket, in displays, give-aways and direct mail applications, 3D prints stand out and generate a strong visual attraction and buying impulse.

DPLenticular's success is helped by the fact that the company works with a number of global partners, which enables it to take advantage of established distribution channels to help it reach a truly international audience.

Mr Pierret concludes: "This year saw the opening of the Festival de Cannes with a 3D movie! With 3D film and TV currently becoming a main focus in the media world, we expect a major boost downstream in lenticular printing, particularly 3D images which can be applied in many business and consumer applications-. This is great news for us and the printing industry in general as it generates new business opportunities for our partners and their customers."

To learn more about DPLenticular and its unique range of Lenstar™ lenticular sheets, please visit: www.dplenticular.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.

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Press contacts

DPLenticular

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