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Lenticular Sheet Manufacturer Develops Large Format Sheet Specifically For Medium to Large Quantity Print Projects.

OSHKOSH, WI (September 14, 2005) — Custom Sheet Extruder, Pacur, has recently released a large format lenticular sheet specifically designed for direct-to-lens litho offset printing. This new development now makes larger print runs of very large format lenticular images economical. It was designed as a universal lens for supporting lenticular effects such as 3D flip, motion, and special FX – including the ability to capture multiple seconds of high definition video.

The very large format lens is compatible with traditional laminated applications of large format lenticular, but the lamination process is cost-prohibitive for large quantity projects. Direct-to-lens printing technology combined with a maximum sheet size of 47.25" x 81" now makes it economical to print hundreds and even thousands of pieces. "Just image the possibilities for large format lenticular movie posters, and all the variations of large format lenticular signage - from in-store, bus shelters, airports, and ATMs, to name just a few," said Bruce Hammerbeck, Director of Marketing for Pacur, Inc.

With a thickness of only .033", it can be individually rolled, packaged and drop shipped, an important consideration for delivering lenticular products to the end user.

The new lens is making its successful debut at the *In-Store Marketing Expo* in Chicago, where stunning 40" x 60" images are featured in Clearr® backlit displays at booth #553. Walt Disney Pictures' *The Chronicles of Narnia: The Lion the Witch and the Wardrobe* will be seen next to a sample image of the signage for Select Comfort - a national retailer of sleep systems. Select Comfort is scheduled to install the lenticular large format signs in all of their retail stores Nationwide for 4th quarter 2005.

About Pacur, Inc.

Pacur is an ISO 9001:2000 Certified custom sheet extruder located in Oshkosh, Wisconsin, which specializes in the extrusion of light and heavy gauge polyester, copolyester and polypropylene resins for a variety of applications.

Founded in 1977, Pacur occupies a facility constructed specifically for sheet extrusion, which provides polyester and polypropylene sheet and rollstock to converters, distributors, and end users

For additional information or a sample of this lens, call Bruce Hammerbeck at (920) 236-2888 or email at bhammerbeck@pacur.com

For more information about lenticular imaging and printing, visit www.lenstar.org

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