



Improvements to Eco-Flexx 2.0

The following improvements have been made and extensively field-tested with our billboard company partners and other large, direct buyers of outdoor advertising:

- Eco-Flexx 2.0 features an all-new, weld-less "flap pocket" reinforcement around the perimeter (on the back of the bulletin). This flap pocket allows optimal tensioning during installation but the reinforcement layer "floats" and is not welded into the Live Area, something that would promote wrinkles in prior versions.
- Eco-Flexx 2.0 incorporates a significantly improved center horizontal weld that is virtually invisible and completely eliminates wrinkling and bunching in the middle of the board.
- Eco-Flexx 2.0 has an improved print coating compound AND application process. Over the years we have worked with "outside" scientists and engineers to augment the efforts of our own "in house" surface chemist to improve our formulation of the coating as well as how we apply this coating to our PE substrate in order to improve consistency of Eco-Flexx for the best possible printed graphic possible. We have achieved a near-perfect coating and application process that gives us a reliably "white" product and repeatable results over millions and millions of square feet of PE.
- Improved ink formulations: We have made impressive advances in our ink formulations that give us better ink adhesion and a wider color gamut.