



## News Release

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### **New Matte Finish VIVAK® Frost Sheet Offers Fabrication and Design Advantages for Merchandising and P.O.P. Displays**

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Sheffield, December 21, 2010 – Sheffield Plastics, a Bayer MaterialScience LLC Business, announces a new matte version of its Vivak® PETG sheet for retail merchandising and point-of-purchase displays.

Designated Vivak® Frost, the new grade expands Sheffield's PETG portfolio with a matte surface-textured sheet similar to standard matte acrylic. It also features the traditional Vivak sheet advantages over acrylic in fabrication, design versatility and durability in use.

Recent market testing with retail display fabricators confirmed the material's advantages.

According to Joe Smith of Cottage Industries In Chicago, one of the companies that tested the material in production, "Vivak Frost lets us offer our retail display and POP customers a matte material that can be cold bent, die-cut and punched into complex shapes without the risk of cracking or breaking in production. The material can also be bonded or fastened mechanically, and decorated and silk-screened easily. Overall, it provides us greater freedom in display design, and minimizes costly rejects in production."

Smith also noted other advantages to his customers. "The material's inherent toughness lowers the risk of damage in shipping and handling to ensure on-time installation," he added. "It also means displays will hold up longer and maintain the merchandiser's quality image, even in high traffic store areas."

Jeff Hester, Sheffield's Market Manager for Vivak Frost, noted that the material already has been adopted for applications following pre-marketing to display fabricators. "We're extremely pleased with the acceptance of Vivak Frost. Matte acrylic has been the standard for many years, but it requires heat forming and saw cutting for complex designs. Several fabricators had asked us for a more

fabrication-friendly matte product. Our R&D investment now gives them a product to fill this long-standing gap in their market.”

Sheffield offers Vivak Frost in standard sheet sizes through a nationwide network of authorized distributors. The company also provides texture samples, design tips, performance and fabrication information in its introductory package to display designers and fabricators and their customers.

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Design freedom and durability, VIVAK® Frost is excellent for displays

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