

International Coatings Announces

Press Release

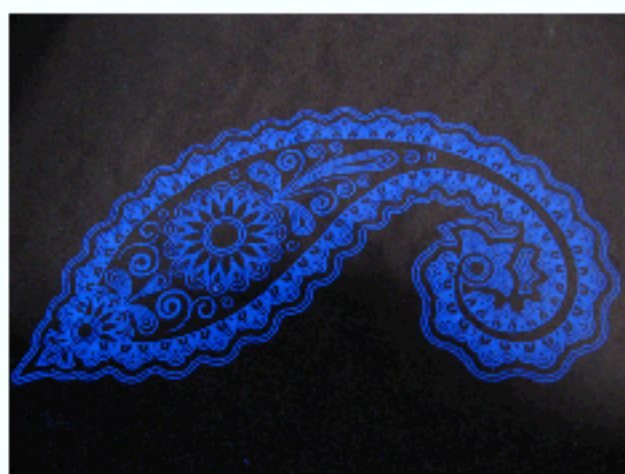
For Immediate Release

New 3826 Astro Clear™ From International Coatings

Cerritos, California - October 25, 2010 -

International Coatings Company™ introduces its new special effects ink, **3826 Astro Clear™** direct print ink. **3826 Astro Clear™** is a nearly invisible ink under normal lighting conditions, but illuminates when exposed to UV black light.

"Black light effects today are as popular as ever" said Steve Kahane, President of International Coatings. "A lot of fashion prints incorporate black light designs to showcase hidden elements or messages within their designs. In addition, many restaurants, clubs, amusement parks, and private parties often use black light to enhance ambiance, so using **Astro Clear™** in garment designs adds an unexpected or surprise element."



Astro Clear Under UV Black Light

3826 Astro Clear™ can be used as a unique decorative tool as well as to highlight certain portions or hidden aspects of a printed design. Letters or designs can be outlined or highlighted, or "hidden" motifs can be incorporated that only become visible under a black light. The design possibilities are as endless.

3826 Astro Clear™ can be printed directly on 100% cotton and cotton/polyester fabrics. The resulting print has a very soft hand. In addition, **3826 Astro Clear™** can be used to *overprint* other colors where black light illumination is desired.

Where To Get The Product:

3826 Astro Clear™ ink is available through International Coatings' exclusive network of distributor companies.

Contact International Coatings toll free at 1 (800) 423-4103 (within the U.S. only) or 1 (562) 926-1010, or go to our website at www.iccink.com, for more information. Visit us on Facebook at www.InternationalCoatingsFacebook.com or check out our blog at www.InternationalCoatingsBlog.com for printing tips, how-to's and more info.



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About International Coatings

For over 54 years, quality products, innovation and superior customer service have been the hallmarks of International Coatings Company™. International Coatings is a pioneer in the production of vinyl and urethane plastics, specialty coatings and adhesives, and a leader in the development of textile screen-printing inks. International Coatings has the product line, formulation capabilities and experience to make your ideas a reality. For more information, please visit www.iccink.com.

International Coatings

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