

# Newsletter

Fall Volume 4, Number 14

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**Welcome** to the 2010 fall edition of International Coatings' Newsletter.

## Viva SGIA!

Come see us at the [SGIA Show in Las Vegas!](#)



Visit us at the [SGIA Expo 2010](#) in Las Vegas from October 13-15. We've got a lot of new products and techniques to share with you, so be sure to stop by booth **3013**.

This year, we will also be participating in several seminars and educational forums throughout the show:

**Kieth Stevens** will be presenting an educational session on plastisol inks at the new [Screen Printed Apparel Training Zone](#) at booth **2923**. In addition, we will also be conducting print demos there.

Don't miss **Ed Branigan's** educational session on [Using Environmentally Favorable Garment Decoration Products](#) on October 13th!

Register [here](#) for a FREE pass to the show. Come by our booth (**#3013**) and check out our new **Destructo™ Black**, **Astro Clear™** and other new products!

## New Optilux™ 507 Enhanced Reflective

You asked for for a more opaque Optilux™ Reflective ink and here it is - our new **Optilux™ 507 Enhanced Reflective!**

[Optilux™ 507 Enhanced Reflective](#) has a silver metallic shimmer appearance during daylight hours, yet offers reflectivity at night similar to our [Optilux™ 505 Reflective](#) ink.

All Optilux™ products contain innovative microscopic glass beads that act like a mirror and reflect light, making Optilux™ the brightest reflective product of its kind in the market.

Just as with [Optilux™ 505 Reflective](#) ink, the [Optilux™ 507 Enhanced Reflective](#) ink can be used for stand-alone prints or to enhance specific areas of a design. The Optilux™ Reflective inks are some of our most popular and versatile special effects inks, so try them today!



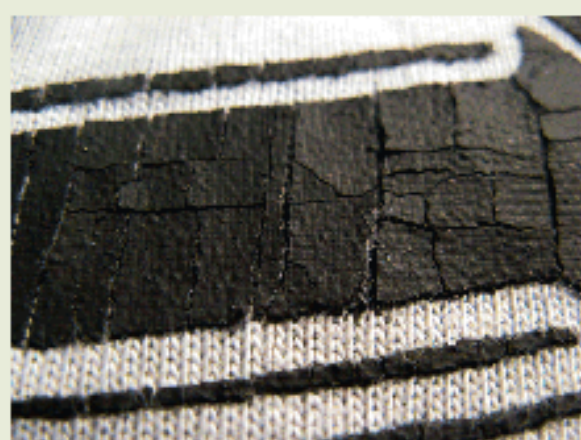
## New Destructo™ Black

Due to popular demand, we now have added **3823 Destructo™ Black** to complement our [3822 Destructo™ White](#) ink.

[3823 Destructo™ Black](#) imitates flaking or weathered paint and is great for today's trendy distressed fashion print looks.

Simply crumple, stretch, or pull the print after curing to create the cracked and vintage looks desired. In addition, [3823 Destructo™ Black](#) is Non-Phthalate, press ready and offers excellent wash-fastness.

Try it out today and create fashion-forward prints easily and quickly.



3823 Destructo Black

## Impressions Article on H2O-Based Inks

Ed Branigan's latest article, entitled: "[Water-Based Ink and the Environment](#)" was just published in the September/October issue of [Impressions Magazine](#).

In the [article](#), Ed describes what to look for when working with and disposing of water-based inks. Learn and understand how you can make a positive impact on the environment.

