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Visit us at [SGIA](#)

Late Summer Fun!

Welcome to the 2009 late summer edition of International Coatings' Newsletter. **Here are highlights from this issue:**

- **SGIA** is coming up Oct. 7-9, 2009 in New Orleans. Come by and visit us at **booth #501**. We'll be showcasing our latest products!
- **New products** now available! – Senti Soft-Hand Series is flying off our shelves! **3816 Senti Clear, 3817 Senti Black, and 3818 Phthalate-Free (PF) Senti Curable Reducer**. Find out more below.
- **New Bases:** **3812 Silk Base** and **7050 Opaque Base** available now.
- **New 7041 Paramount White** in stock now.
- **New 7500 Series formulas** added to our **Ultramix Online Color Formulation Tool** – Totally cool tool.
- **Facebook** – See new 'How-To's', FAQs, and more.
- **New Article** – Check out Ed's latest **article** in ScreenPrinting Magazine!
- **New Blog!** Come join your fellow printers on our **Blog** for great tips and info.

New! Senti Soft-Hand Enhancers

In our last newsletter, we introduced our new line of Senti soft-hand enhancers:

- **3816 Senti Clear** – can be mixed with finished colors or color concentrates, or used as an extender base, curable thinner, or as a top clear coat for reducing fibrillation. Also comes in a Phthalate-Free version.
- **3817 Senti Black** – a deep black that looks and feels similar to a water base print; and it works well through fine mesh.
- **3818 Phthalate-Free (PF) Senti Curable Reducer** – offers much improved hand over other viscosity-modifying products and extends yield when used as an additive. Plus, it's phthalate free.

Did we mention that the Senti Line has become one of our top sellers?

Read more in our [Press Release](#) and order some today.

Booth #501

Register here to get
your **FREE** pass!



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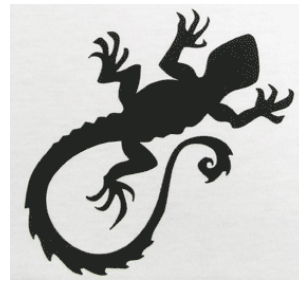
Blog:



IC Blog



Sentri Clear



Sentri Black



Sentri Reducer

New! Silk & Opaque Bases

Many of you have asked us to develop these two new bases. Here they are:

- **3812 Silk Base** - works as a soft base and can be mixed with other finished inks or color concentrates for improved hand and printability. Mix with opaque colors to reduce cost, opacity and to increase color clarity. 3812 Silk Base is very clear and is recommended highly for extending any process color, especially the Pro-Brite™ Process Colors. Try it and you'll see!
- **7050 Opaque Base** - increases opacity of mixed colors. Can be mixed with Color Concentrates to match almost any color. In addition, 7050 Opaque Base offers an extremely short body for easy printing without build-up.

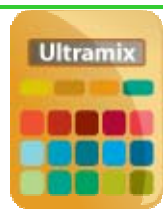
Order Paramount White

Check out our new **7041 Paramount Phthalate-FREE, Ultra Low-Bleed White**. Paramount's outstanding bleed blocking capabilities and other attributes, such as printability and opacity, make it our best ever white ink and quite possibly – in our opinion – the best white ink in the market.

- Ultra low bleed, phthalate-free formulation (PF), excellent opacity
- Very fast flash, low cure (300°F to 325°F), ideal for low and high mesh counts
- Non-ghosting, no bleaching agents, creamy viscosity

7041 Paramount White is in stock now. **Try it!** You will be impressed.

New! 7500 Series Formulas Added



You asked. We listened. We've added the 7500 Series Pantone® simulation color formulas to our web-based Formulation Calculator. Our new tool allows you to create and save your own library of custom color formulas and calculates custom pricing and costs. So very cool! Click [here](#) to check it out.

