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pressroom products

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PRESS RELEASE: Nova Pressroom Products Enters Aqueous Coating Licensing Agreement With Lubrizol

Jacksonville, FL, December 21, 2009 – Ronald J. Rose, President of Nova Pressroom Products LLC [Nova] announces an agreement with Lubrizol to license select aqueous coating formulas for the Graphic Arts Industry. “We are very excited to offer printers a seamless transition of their aqueous coatings.” said Mr. Rose. Lubrizol has excellent technology and a loyal customer base. We have heard from many printers they would prefer not to re-qualify a new coating and risk customer dissatisfaction by switching to another manufacturer’s coating. For coatings being discontinued by Lubrizol, purchasing a Lubrizol-licensed coating from Nova gives them peace of mind.

We feel the agreement complements our existing Aqueous Coating manufacturing capability. We are mirroring the Lubrizol formulas in every way possible, right down to using the same raw material suppliers used in making the products. Chuck Malspeis, Technical Manager for Nova Coatings is overseeing production and QC to make sure coatings from our Jacksonville, FL facility match Lubrizol’s.

Printers are welcome to call us for pricing, sample qualification or to place orders on performance guarantee.

Nova Pressroom Products is a full line manufacturer of pressroom chemicals including water-based coatings, UV coatings, fountain solutions and press washes.

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