



Vectran Fiber Secures Eco-Posters to New Green Billboards

High-tech material is key to cable system for recyclable advertising medium

FORT MILL, S.C., Oct. 9, 2008 – Instead of gluing paper posters to billboards, new eco-friendly billboards being installed nationwide by the country's largest billboard companies will secure recyclable posters using a high-tech, fiber-based cable system.

[Circle Graphics](#) of Colorado is using Kuraray America's [Vectran®](#) fiber in a unique cable system that attaches single-sheet polyethylene Eco-Posters™ to billboards.

The ad signage is held in place by clips inserted into pockets on the back of the Eco-Poster. The clips are attached to a super-strong Vectran cable that runs along cable guides around the perimeter of the billboard structure.

“The value of Vectran to the system is its great strength-to-weight ratio, resistance to creep and dimensional stability,” said Hank Ridless, president of Circle Graphics, the nation's largest digital printing company that developed the CG Cable System.

The Vectran fiber-based cable system is a critical component to securing the single-sheet posters that provide billboard operators with numerous environmental, cost savings, operational efficiency and safety benefits, he said.

Two of the country's largest outdoor advertising companies are among companies planning to use the new cable system that will be installed at about 100,000 locations nationwide, Ridless said.

“This application shows the many versatile uses of Vectran fiber in delivering performance characteristics such as high strength and excellent creep resistance, which have proven to be essential to making many systems work,” said Robert Knudsen, manager of sales and marketing for Kuraray America, Inc.'s Vectran division.

About Kuraray America, Inc.'s Vectran Division

Based in Fort Mill, S.C., the Vectran division of Kuraray America, Inc. produces Vectran® fiber, the world's only multifilament polyester-polyarylate yarn melt spun from liquid crystal polymer (LCP). Vectran fiber is used in a wide range of applications where strength, durability and dimensional stability are critical to performance and safety. For more information, please visit: www.vectranfiber.com.

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