



Material Concepts Announces Availability of New DuPont™ Tyvek® Vivia and Tyvek® TY31™ Print Media for Wide Format Printing

Material Concepts, Inc. is a Master Distributor of DuPont™ Tyvek® Graphics, and is proud to offer the new DuPont™ Tyvek® Vivia wide format print media specifically developed for wide format UV-cure inkjet and screen printers, and Tyvek® TY31™ with high opacity coating and complete light blockout for printing strong graphics on both sides.

Philadelphia, PA (PRWEB) April 13, 2009 – Material Concepts, Inc. today announced that customers can now purchase the new [DuPont™ Tyvek® Vivia wide format print media](#) from Material Concepts, a master distributor of DuPont™ [Tyvek® Graphics media](#). Unveiled by DuPont™ at the April 2009 International Sign Expo in Las Vegas, DuPont™ Tyvek® Vivia represents a sustainable solution for wide format printing - delivering a rich, velvety finish that's easy to print, with excellent drapeability and durability. DuPont™ Tyvek® Vivia has a soft, fabric-like drape with subtle substance that allows it to hang exceptionally well. In addition, it has low memory which helps resist creases, curls and wrinkles for an appearance that continues to look like new.

Resembling scrimless vinyl, yet more luxurious to the touch, DuPont™ [Tyvek® Vivia](#) combines the trusted performance of DuPont™ Tyvek® print media with a proprietary coating developed by DuPont™ to deliver superior print quality, drapeability and flexibility in wide format applications.



Just as with other forms of Tyvek®, Tyvek® Vivia can also be recycled at centers that recycle flexible high density polyethylene products - a meaningful advantage for today's environmentally-conscious printers.

DuPont™ Tyvek® Vivia can be purchased in rolls up to 116" wide to accommodate a wide range of printers and wide format applications.

Material Concepts also recently unveiled Tyvek® TY31™ - the only Tyvek® substrate that provides a complete light blockout for printing strong graphics on both sides. With its [high opacity coating, Tyvek® TY31™](#) offers all of the traditional benefits of DuPont™ Tyvek® Graphics media with this added feature and, like DuPont™ Tyvek® Vivia, is best used with UV-cure inkjet and screen printers.

“With DuPont™ Tyvek® Vivia and Tyvek® TY31™, Material Concepts supports corporate green initiatives with eco-friendly alternatives to traditional PVC and vinyl substrates.” said Doug Kohn, Material Concepts’ Vice President, Sales & Product Development. “Our customers are all seeking green alternatives, and DuPont™ Tyvek® can be recycled. This is primarily customer-driven - we’re finding most corporations are seeking green alternatives to satisfy the growing customer demand. We are extremely impressed with the job DuPont™ has done developing the new Tyvek® Vivia, and we’re expecting it to gain momentum quickly. ”

[Material Concepts is a full service Tyvek® master distributor](#), offering stock and custom sizes from their converting and distribution center located in Philadelphia, Pennsylvania. Kohn notes, “A phone call to our experienced inside sales team will allow customers to get information about custom sizes and recommendations on what style of Tyvek® is best for a particular print method. We also offer small put ups for trial runs and evaluations, and we pride ourselves on same day shipping on all stock Tyvek® items.”

For more information or to request a quote, please visit the Material Concepts website at <http://www.MaterialConcepts.com> or call Material Concepts’ inside sales team at (215-338-6515 or 1-800-372-3366.)

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Tyvek® is a registered trademark of DuPont™ for its brand of protective material. TY31™ is Material Concepts' trademark for its line of DuPont™ Tyvek® with high opacity coating.

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