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**VALÉRON WRISTBRANDS™ ATTRACT ATTENTION,
OFFER INNOVATION**

***Full-Color, Digital Wristbands Are Now Possible
- Samples Available at LabelExpo, Booth #1211 -***

HOUSTON, TEXAS (Sept. 10, 2006) ... Valéron Strength Films, a leading global manufacturer of high-strength label film introduces brightly colored, high-gloss Valéron WristBRANDS™ for unique and creative branding applications. Unlike anything else on the market today, Valéron WristBRANDS™ are available in *full-color*, and made possible with *digital printing*.

Valéron WristBRANDS™ offers consumers a more effective, high-impact option for marketing and advertising new products, branding, sponsorships, creating awareness or controlling admission. And because they are digitally printed, security features such as micro text, UV inks (seen only in blacklight), security over-laminations and bar codes can easily be added.

Highly innovative, tamper-resistant, waterproof and customizable, Valéron WristBRANDS™ are made with Valéron Strength Film for extra durability and strength. For information, or to order products, call 1.800.VALERON.

About Valéron Strength Films

Valéron Strength Films is a world leader in the production of unique cross-laminated strength and specialty films under ISO 9001:2000 registration at its Houston, Texas and Essen, Belgium facilities. Valéron® Strength Film can be found in quality building products manufactured by industry-leading companies including; roof underlayment, flexible flashing, underslab barriers, vertical drain membranes and radiant barriers. Valéron Strength Film can also be found in Child Resistant Packaging, Shipping Sacks, Tags and Labels, Outdoor Banners, and Industrial Packaging. Valéron Strength Films is a Division of Illinois Tool Works Inc. (NYSE: ITW), a Fortune 200 company based in Glenview, Illinois with net sales of \$12 billion USD and nearly 50,000 employees worldwide. For more information, visit www.valeron.com.

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