

TheMagicTouch USA

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FOR IMMEDIATE RELEASE:

**TheMagicTouch Announces U.S. Launch
of WoW Transfer Paper at SGIA '07**

Orlando, Fla. – TheMagicTouch, a worldwide pioneer in the digital image transfer business since 1989, has “wowed” the industry once again. The company is now announcing the national launch of WoW Professional 7.1 transfer paper at the Specialty Graphic Imaging Association Expo & Conference in Orlando this October.

The U.S. introduction of WoW transfer paper follows the global launch of the product in Berlin last June. TheMagicTouch USA, an RGP Industries Inc. company, will be the exclusive distributor of WoW Professional 7.1 in the United States.

“The WoW Professional 7.1 transfer paper is the biggest milestone the garment decoration industry has seen in many years,” said Greg Weeks, vice president of sales for TheMagicTouch USA. “In fact, the paper was named WoW because that’s what people say the first time they experience the finished product.”

The WoW Difference

According to Weeks, WoW transfer paper has many advantages for printing more detailed or complex designs. First of all, there is no weeding or profile cutting needed. Also, the vibrant colors are achieved using digital laser technology and the transfers have a soft feel and excellent durability.

“WoW enables users to achieve detail and consistency that is just not possible using screen- or litho-based transfers, even across seams or on dark fabrics,” said Weeks. “It’s suitable for use with cotton, poly-cotton, nylon, leather, polyester sportswear, and neoprene, and works with most toner-based laser printers and copiers.”

Transfers can be produced at up to 15 A4-size sheets per minute, and the whole process is clean, with no chemicals or inks to deal with. In addition, the minimum order is just one, allowing users to affordably create samples or produce small- to medium-sized runs.

WoWing the Market

Weeks expects that the WoW transfer process will be embraced by screen printers, embroiderers and garment decorators, as well as leading fashion and sportswear brands.

“WoW transfer paper is a complement to existing processes in the transfer business, especially for more complicated designs that cannot be profile cut and weeded,” said Weeks. “Because the system is so cost-effective and easy-to-use, we’re also expecting to see growth in the short-run market. For example, garment decorators can now approach local bands, amateur sports teams, or small businesses for smaller runs and t-shirt orders that may have been cost-prohibitive at one time.”

How WoW Works

The new WoW Professional 7.1 transfer paper takes only a few minutes to use, and professionals can be trained on the process in less than an hour. The manufacturer will require online training demos, one-on-one or group training, and/or onsite training to WoW customers to educate them on the new product.

Boxes of WoW Professional 7.1 come with both image and mask paper. The first step is to print a mask onto plain paper. Then, print the image on the WoW image paper. Place a soft pad on the base of the heat press. Put the WoW mask paper down, then place the plain paper mask on top of that face down, and press. The black surface of the plain paper will adhere and remove the coating from the WoW mask paper, leaving only the coating needed to hold the graphic, therefore, eliminating the need for cutting or weeding.

Next take the WoW image paper and the WoW mask paper back into the press, and press for 40 seconds. Peel the transfer off the mask to reveal the image, which is then transferred onto the fabric using the heat press.

For the remainder of 2007, WoW will be available in limited quantities, in boxes of 20 sheets, which the manufacturer is recommending to select customers who want to test out the new product. Starting in 2008, the product will be more widely available in boxes of 50 sheets.

Why WoW Works: Polymation™

WoW image paper, as well as the entire range of TheMagicTouch transfer media, uses one of the company's latest breakthroughs in polymer dry toner decoration: Polymation™. The company's completely re-engineered media now incorporates a newly designed catalyst that provides the ultimate compatibility with all generations of dry toner material. Most color laser or LED copiers and printers are compatible with the Polymation™ printing process.

“Polymation™ is the next generation of laser heat transfer. Sublimation requires the substrate to have a specialty receiving polymer coating to absorb the pigments,” said Weeks.

“Our Polymation™ process delivers everything at once: polymer, pigments and catalyst.”

“While garment decoration will be the primary use for WoW, this new printing process offers virtually no limitation to the substrates, materials and products that can be decorated,” he added.

About TheMagicTouch

TheMagicTouch operates in more than 54 locations worldwide. Since 1989, the company has pioneered the digital image transfer business. TheMagicTouch manufactures and markets a comprehensive range of transfer papers for use with traditional color laser printers and copiers. For more information, call **888-349-BEST** (2378) or visit www.themagictouchusa.com.

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