

## PRESS RELEASE - FOR IMMEDIATE RELEASE

### CONTRA VISION ANNOUNCES BREAK-THROUGH PERFORATED WINDOW FILM

Contra Vision hopes to revolutionize the window film market with the launch of Contra Vision® HD *Performance*™. This break-through micro-perforated window film delivers bigger and better image impact and a much smoother see-through view than any perforated film available.

One-way vision window films that look like solid graphics have wide-ranging applications says Contra Vision. Any brand, specifier or printer that has ruled perforated window films out of contention with solid graphics because of image resolution or see-through experience issues can now revisit that decision and prepare to be surprised by the quality improvement delivered by Contra Vision® HD *Performance*™.

Unlike any traditional perforated window film, the observer has to be close enough to touch Contra Vision® HD *Performance*™ to see that it's perforated at all. The product's construction means that images printed on its white design side retain a greater amount of the fine detail that's normally lost when printing perforated films. Image impact which is normally associated with solid graphics is the welcome benefit.

Contra Vision® HD *Performance*™ has a great story to tell on the see-through side too. Because of the smaller holes and their more compacted arrangement, the see-through view is much smoother, looking more like a tint, at even close distances.

Contra Vision® HD *Performance*™ plays well with all modern digital inks and print hardware. It flatters higher resolution print hardware and print modes, yielding results that bear comparison with solid graphics in many application situations.

Contra Vision says it has engineered its next-generation perforated window film so that it's easy to apply. Being a Contra Vision® *Performance*™ product, the film will tolerate demanding applications and removal is said to be clean, leaving no trace or evidence that the product was applied.

Contra Vision introduced the world's first one-way vision products over thirty years ago. The company has continued to innovate and specialize in see-through films since and says that Contra Vision® HD *Performance*™ is the result of applying all its knowledge about perforated films to the task of product improvement and satisfying customer needs. It is an exciting



addition to the already unique and wide range of perforated window films in the Contra Vision portfolio.

If you are visiting SGIA in New Orleans next week why not visit us on Booth 1819 and see the difference for yourself.

Link to High Resolution Images

<https://we.tl/LINnULYi5L>

### **About Contra Vision North America, Inc.**

Contra Vision North America, Inc. is the exclusive licensee of Contra Vision Ltd's portfolio of Intellectual Property for the USA, Canada and Mexico and offers the widest range of see-through graphic products in the market.



Awarded to Contra Vision Ltd