



## PPG to exhibit TESLIN label stock at Labelexpo Europe 2017

PITTSBURGH, Aug. 22, 2017 – PPG (NYSE:PPG) will showcase its portfolio of durable TESLIN® label stock for packaging specialists and label converters during Labelexpo Europe 2017 at the Brussels Expo Center, September 25-28.

Durable, secure and easy to print, *Teslin* label stock ensures printed data remains on labels through demanding use and extreme environmental exposure. Due to its reliability, the label stock is used extensively in security, medical, food and beverage applications. It is also used in the chemicals industry for labels that are compliant with the Globally Harmonized System ([GHS](#)) of Classification and Labeling of Chemicals and British Standard 5609 ([BS 5609](#)).

*Teslin* label stock is a unique composite material that delivers a combination of benefits that differentiate it from traditional synthetics. PPG will demonstrate this performance compared to other synthetic label stocks at the show, with attendees seeing side-by-side results from abrasion, chemical and static comparison testing.

Jason Depner, PPG global segment manager, *Teslin* substrate products, said visitors to the PPG booth will learn more about PPG's focus on customer-driven innovation. "Whether our customers are asking for labels that offer static-reducing properties or are easy to affix to a unique package shape, we're developing solutions to meet their needs," he said. "Labelexpo Europe offers a great venue to hear about the challenges they're facing and introduce them to *Teslin* label solutions that will help."

Available in both standard label configurations and custom-designed options, *Teslin* label stock offers bubble-free application and is widely compatible with print technologies, such as inkjet, laser, thermal transfer, flexographic and offset. Additionally, it reduces the potential for static discharge when label liners are peeled from label stock – a process known to ignite chemical vapors in some manufacturing environments. The static-dissipative nature of *Teslin* label stock also helps minimize static build-up during digital printing, thereby improving throughput and print quality.

Labelexpo Europe is the world's largest event for the label and package printing industry. Held biennially, the show brings together an international audience of more than 30,000 decision-makers and experts in labels and packaging from more than 150 countries.

To request samples of *Teslin* label stock, or to discuss custom label stock for a specific application, stop by booth #8A13 at Labelexpo Europe, visit [www.teslin.com/TryLabels](http://www.teslin.com/TryLabels) or call +1-724-325-5016.

### PPG: WE PROTECT AND BEAUTIFY THE WORLD™

At PPG (NYSE:PPG), we work every day to develop and deliver the paints, coatings and materials that our customers have trusted for more than 130 years. Through dedication and creativity, we solve our customers' biggest challenges, collaborating closely to find the right path forward. With headquarters in Pittsburgh, we operate and innovate in more than 70 countries and reported net sales of \$14.3 billion in 2016. We serve customers in construction, consumer products, industrial and transportation markets and aftermarkets. To learn more, visit [www.ppg.com](http://www.ppg.com).

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