



D&K Group, Inc.
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D&K Group Introduces Endura Waterproof Overlams

Elk Grove Village, IL – (October 1, 2019) – D&K Group, Inc. proudly introduces new Endura Waterproof Overlams. Endura Overlams feature a polyester (PET) base film along with a heat-activated adhesive that resists water and moisture. Endura Overlams are available in a variety of thicknesses and finishes suitable for applications including cards, menus, durable labels, hanging passes, and more.

Endura Overlams are offered with thermal laminating adhesives designed for traditional offset and digitally printed output. Endura products provide a permanent adhesive bond that resists delamination, even in harsh environment where other films fail.

Outdoor projects requiring UV resistance can be protected with special Endura Overlam versions that feature UV inhibitors in the base film. These UV-inhibiting Endura products double the lifespan of unprotected graphics and offer up to five year outdoor durability.

Compared to pressure sensitive laminating films, Endura Overlams offer equivalent or superior performance at a fraction of the price. Endura Overlams also do not contain a release liner that ends up as scrap and adds to disposal costs. Plus, the overall look is far superior to self wound pressure sensitive films.

For artwork or more information on Endura Overlams, contact Brian Biegel at 800-632-2314 or brian.biegel@dkgroup.net.

D&K Group, Inc. is a worldwide manufacturer of laminating films and equipment. For over 40 years, D&K has been an innovative force in the finishing industry, offering quality solutions for narrow web, wide format, and framing applications, as well as custom and toll-coated products. For more information about D&K Group, visit www.dkgroup.com.

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