

May 10, 2006 Headlines

[Oracal and CeeLite Form Partnership](#)

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Oracal USA has formed a strategic marketing partnership with CeeLite. Oracal USA will work collaboratively with CeeLite to develop materials that will provide optimal results when using CeeLite technology as a backlit medium. The resulting products will be used primarily for outdoor advertising as well as commercial and architectural graphics applications. According to Oracal USA vice president of marketing, David Grant, "CeeLite's innovative LEC technology will provide interesting new creative opportunities for the design and implementation of internally illuminated signage. As a leader in the graphics industry, we are pleased to be working together to develop PSA vinyl materials that will maximize the potential of this revolutionary product."

Michael Binder, CeeLite's senior vice president business development, OEM, added, "We are delighted to announce this collaboration with Oracal. We believe that the combination of our innovative product with Oracal's technology and expertise will produce a winning scenario for all parties."

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