



WIDE FORMAT MEDIA MADE WITH AMERICAN INGENUITY

**FOR IMMEDIATE RELEASE**

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## **PERCEPTION® WIDE FORMAT MEDIA ANNOUNCES NEW SENIOR INK JET PRODUCT DEVELOPMENT MANAGER**

*Brian Anderson's patented technology lead the world into breakthrough technology*

Nashua, NH -- Perception® Wide Format Media, a brand of Worthen Industries, announced the addition of Brian Anderson to the ACT Group as a Senior Ink Jet Product Development Manager. Brian is charged with leading Perception's mission to develop world-class coatings and coated substrates for ink jet receptive applications.

"We're fortunate to have Brian as part of our ink jet product development team," said Jim Tufts, Business Unit Manager. "His abilities to develop new technology that catapult our industry into the next realm fit nicely with Perception's forward strategy to become one of the world's leading wide format media manufacturers," said Tufts.

Anderson has secured five patents, one of which was applied to a revolutionary process of allowing printers to print water based inks onto a substrate and allow the printed substrate be water fast (Aqueous Ink Receptive Ink Jet Receiving Medium Yielding a Water-Resistant Ink Jet Print). His other patents were granted for: Ink Jet Receptor Element Having a Protective Layer; Glossy Ink Jet Medium; Positive Working Thermal Plates; and Dual Purpose Receiver Sheet

At Perception, Anderson will lead the customer facing technical interactions with potential customers; working with the sales team and marketing group to fully define market opportunities for all ink jet products; identify customer needs and develop new product targets to meet those needs. As the Application/Technical lead on the Ink Receptive Coatings globally, Anderson will also provide training on ink jet receptive applications to employees, agents and customers.

Prior to joining Perception, Anderson was the Senior Chemist at Anacoil Corporation in Enfield, Connecticut. There he developed and commercialized a novel process-less CTP printing plate. Anderson was employed by Kanzaki Specialty Papers; and while at Rexam/Intelicoat lead a worldwide team of research and development specialists in the development of substrates for wide format inkjet printing.

Based in Nashua, New Hampshire, Worthen Industries is a family-owned, ISO 9001 and 14001 certified manufacturer of coatings, adhesives and coated substrates. The company is committed to responsible manufacturing and environmental sustainability throughout their operations and are patrons of the SGP.

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