



Just Rollers plc Launches New High Performance Roller Covering

Just Rollers, the UK's leading manufacturer of innovative rubber and polyurethane covered rollers today announced the launch of Ultra Dynamic™, a new high performance nip roller covering that is designed to meet the demands of the most modern high speed, high pressure, high temperature continuous process lines.

Ultra Dynamic™ is a unique polymer development from Just Rollers which provides products with high heat resistance, high abrasion resistance and market leading resilience.

These characteristics mean that Ultra Dynamic™ compounds provide a full service life in applications where traditional compounds fail prematurely and will enable users to run their process lines for longer, minimizing downtime, and improving productivity.

In summary, Ultra Dynamic™ covered rollers = lower overall line cost.

The fore-runner to this new product, Super Dynamic™ has been widely used in many industries including cast film lamination, gravure and flexographic printing, tissue embossing and BOPP film manufacture. The global success of this and other products was one of the key factors in the company being awarded the Queen's Award for International Trade in 2009 - the most prestigious accolade that a UK business can earn.

"We are confident that Ultra Dynamic™ will have a dramatic uptake in our served markets" commented Dr. Geoff Davis, Managing Director of Just Rollers, "and we are predicting continued growth in export sales with our differentiated and often unique product line up".

Ultra Dynamic™ will be showcased at the upcoming International Converting Exhibition(ICE) which will be held in Munich between the 24th & 26th November 2009.

To learn more about Ultra Dynamic™ and the benefits it can bring to your business please visit us at ICE Europe, Hall 4, Stand E04.

If you would like more information on this subject, or to schedule an interview with one of our technical team, please contact Darren Hughes using the details below.

Contacts:

Mr. Darren Hughes
Export Sales Manager

Tel. +44 (0) 1633 869436
Mob. +44 (0) 7799 711473
Email darren.hughes@justrollers.com