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NEW PRODUCT RELEASE

Neil Enterprises expands product line to sublimation

Introducing two new sublimated unbreakable mugs

VERNON HILLS, IL, April 10, 2012: Neil Enterprises, Inc. is expanding their extensive product line once again! Neil Enterprises has added a scratch resistant, lightweight **15 oz. Travel Mug (#550)** and an **11 oz. Coffee Mug (#501)**. Made out of an unbreakable polymer plastic these mugs are the *only* FDA approved sublimation mugs with an imprint.

Part of the new generation of sublimated products, these photo mugs can be printed on directly with sublimation inks but do not have the extra sublimation coating. This results in the image lasting much longer compared to ordinary sublimated blanks. The bright white color allows for a vibrant photo transfer and these sublimation mugs have an impeccable pressing time of just 90 seconds. An aluminum insert tool that keeps the mug rigid during the imprinting process is also available.

The new sublimation mugs are extremely affordable, the 11 oz. Coffee Mug is just \$1.75 each and sold in a case of 48 and the 15 oz. Travel Mug is \$3.75 each sold in case of 48. Neil Enterprises currently carries a sublimation mouse pad (#192) which is just \$1.25 each sold in cases of 50. As the demand for sublimation blanks increases in the photography community Neil Enterprises will look to add a larger variety of products.

Since 1961 Neil Enterprises has been an outstanding provider of unique and innovative photo and personalization products. Neil Enterprises, Inc. offers photographers, labs, dealers, and retailers the largest line of photo novelties available in the United States.

The entire photo line can be seen at www.neilenterprises.com.

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#501
11 oz. Coffee Mug



#550
15 oz. Travel Mug