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**FOR IMMEDIATE RELEASE**

**CONTRACT CONVERTING BECOMES DISTRIBUTOR FOR  
VALÉRON STRENGTH FILM PRODUCTS**

**GREENVILLE, WI (September 19, 2011)** – Greenville-based [Contract Converting](#) has been appointed as a distributor for Valéron Strength Films and will now stock master inventories.

Valéron films, which feature extreme tear-resistance, and are equal strength wet or dry, are sold to narrow web printers and converters for use in applications such as child-resistant packaging, shipping sacks, outdoor banners, construction products and bags and labels. Valéron’s films are made at ISO 9001:2010-certified factories in Houston, Texas and Essen, Belgium.

“Adding Valéron films to its line of stocked products is a major benefit for Contract Converting and its customers,” said William Schnettler, Contract Converting president.

“Being a distributor for Valéron film products is important news for customers because this unique cross-laminated strength film is now available through our industry leading Roll Express™. It allows us to offer a broader range of synthetic products so that we can be a single-source for our tag and label industry customers,” he said. “Our customers like to do business with us because of our strong focus on service.”

The Valéron film products are part of Contract Converting’s exclusive Roll Express™ program, which gives its customers an advantage by offering them a full line of high quality, non-pressure-sensitive tag and label stock as well as film products for shipment within 24 hours.

**About Contract Converting, LLC**

Located in Greenville, Wisconsin, Contract Converting is a privately held converter, specializing in premium custom slitting and rewinding of various grades of paper, tissue, non-wovens, films, foils, flexible packaging and other specialty products. Founded in 1995, the company’s 100,000 square foot corporate headquarters includes office, warehouse and manufacturing facilities. The centralized geographic location and accessible transportation network ensures next-day service to most customers nationwide. For more information visit [www.contractconverting.com](http://www.contractconverting.com).

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