



#### MEDIA CONTACT

Heather Strong  
Marketing & Communications Manager  
(574) 800-1271  
[hstrong@fdcfilms.com](mailto:hstrong@fdcfilms.com)

FDC Graphic Films, Inc.  
3820 William Richardson Dr.  
South Bend, IN 46628  
[www.fdcfilms.com](http://www.fdcfilms.com)

## FOR IMMEDIATE RELEASE



*A new recovery support program helps FDC Graphic Films, Inc. customers move forward in their business amidst the coronavirus. Distributors can expect to receive weekly communications for special product launches and promotions.*

## **Recovery Support Program Underway for FDC Graphic Films, Inc. Customers**

SOUTH BEND, Ind. (June 9, 2020) — FDC Graphic Films, Inc. has launched a support program for its customers to help them begin the road to recovery from the COVID-19 pandemic.



Each week for the next six weeks, the company will be sharing new products and cost-savings measures for its customers to help them succeed in the second half of the year and beyond.

“We’re going through this journey of recovery together. No one has a crystal ball of what the future will bring,” said Laura Reid, FDC vice-president of marketing. “We want to support our customers in all ways possible.”

FDC’s distributors will want to look out for weekly emails on Tuesday during this six-week program for special product launches and promotions.

To jumpstart the *recovery support program*, the company has introduced a new color, Rose Gold (224) to FDC’s Lumina® 4200 product line.

This new color allows for a beneficial opportunity for FDC distributors to communicate with customers as they re-open.

This intermediate ultra-high gloss calendered vinyl is recommended for outdoor and indoor uses where a high-quality marking film is needed for flexibility, durability, and resistance to sunlight.

It can be used for architectural signage, point-of-purchase graphics and decals, banners, striping, window graphics, and lettering.

Typical applications for the Lumina® 4200 include:

- Floor Graphics – Paired with laminate like Lumina® 7051 for social distancing messaging.
- Windows – To indicate being open for business, hours of operation, and/or limited capacity messaging.
- Coroplast Signs – To indicate hours of operation, being open for business, appreciation, and even “Class of 2020” messaging.
- Shield Guard Decoration – For branding and personalization.

For more information, visit [www.fdcfilms.com](http://www.fdcfilms.com) and search “4200.”



**ABOUT FDC GRAPHIC FILMS, INC.**

Founded in 1988, FDC is one of the sign-making industry's leading converter and suppliers of sign vinyl films, digital media, overlaminates, banners, and heat transfer films with warehouses and converting facilities in both South Bend, Indiana and Reno, Nevada. The company markets, converts and distributes leading brands such as Lumina®, 3M, RTape, and ASLAN exclusively through distribution channels. FDC's 120 employees serve more than 1,000 customers in all 50 states and Canada. Learn more at [www.fdcfilms.com](http://www.fdcfilms.com).

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