



Innovative Ceramic Corporation

Creative Solutions to Product Identification & Decoration

PRESS RELEASE

For Immediate Release

Contact: Orville G. Steininger
Phone: 330-385-6515
osteininge@innovativeceramic.com

High Temperature Marking Ink Fires up to 3000° F

East Liverpool, Ohio-August 24, 2010 Innovative Ceramic Corporation, East Liverpool, Ohio, is please to introduce 44W402 **DuraFire™** Marking Ink, a new high temperature ink designed for marking high aluminum refractories and ceramic components.

Ceramic products used in high temperature applications are limited in the use of product identification and decoration. Standard product markings would just burn off in a high temperature application. **DuraFire™** Marking inks are design to address this problem. Now ceramic manufacturers can document their product history, track product life and efficiently create brand awareness.

The customers of ceramic products look for product value. They can now objectively differentiate between OEM products by stamping an in service date on their purchase products before it is put into service. Now they have the materials and procedure to determine which OEM products will have the best service life and value.

The new ink fires up to 1650° C (3000° F). The water base ink is environmentally-friendly, nontoxic, nonflammable with zero VOC. **DuraFire™** Marking Ink cleans up easily with only water, no solvents are needed. For additional information, call 330-385-6515 or email info@innovativeceramic.com.

Innovative Ceramic Corporation, East Liverpool, Ohio, is a manufacturer of creative solutions to product identification and decorations to the ceramic industry. They manufacturer ceramic decals, marking devices, and **DuraFire™** Marking inks. They also provide decal tools, high temperature china markers, and underglaze pencils.

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DuraFire Ink is a trademark of Innovative Ceramic Corporation

For more information, for general public: Orville G. Steininger, 330-385-6515 or osteininge@innovativeceramic.com

For more information on general products: innovativeceramic.com