



For Immediate Release

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Empire Introduces Newly Designed Tapes

MUKWONAGO, WIS. – Nov. 8, 2008 — Empire's newly designed reinforced Caution and Danger barricade tapes provide industry leading durability. These tapes are an effective way to restrict entry to construction sites, industrial or roadwork areas, police or fire restricted sites, or anywhere access needs to be controlled. The tapes are newly designed for high visibility. They've been updated with bold graphics that are easy to see and easy to read. The new tapes contain no lead and therefore are safe for all uses, including underground. You can be sure that Empire Tapes are strong, durable, and tough enough for any job, anywhere.

Empire Caution Tapes offer the following features:

Duraguard:

- High visibility for easy reading
- Resists varying weather conditions
- Strong— over 300 lb. break strength
- Cross-woven reinforced polyethylene is 16 times stronger than regular tapes
- Long lasting – won't sag or stretch in the sun or wind
- Perfect for long distances between tie points – 50+ feet
- Reverse print bilingual message maximizes safety protection

- Eco-friendly 100% virgin resins, 100% water based inks, and 100% lead-free pigments
- Protection for the jobsite around the clock

Reinforced Tape:

- Heavy duty, super strong 300 lb. break strength is 16x stronger than regular barricade tape
- No lead - safe for long term applications
- No stretch or sag
- High visibility - heavy duty red tape repeats DANGER in black ink, and yellow tape repeats CAUTION in black ink
- Eco-friendly 100% virgin resins, 100% water based inks, and 100% lead-free pigments
- Strong, durable, tough - can be tied, stapled, or nailed in place
- Protection for the jobsite around the clock

Empire Tapes are recognized everywhere as the best tapes to use to mark and identify danger and/or work zones. These newly designed tapes are strong, durable, and safe for the environment. When you want the best protection around any jobsite, you want the assurance of Empire Tapes.

Empire Level is a leading designer, innovator, and manufacturer of levels, layout tools, and tapes. Founded in 1919, the company holds more than 30 active patents. The introduction of the True Blue® level and vial, in addition to the company's continuing commitment to innovation, have made Empire the preferred brand for tool users worldwide. Find more information about Empire Level at www.empirelevel.com

Be Sure Every Time With Empire Tapes

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