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## NEWS RELEASE

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## Vibrant Graphics roll-fed labels showcase exciting new technology

**MILWAUKEE** -- Vibrant Graphics is living up to its tagline of innovative printing, providing roll-fed labels to demonstrate a brand-new technology at the 2009 International Plastics Showcase.

'Cut in Place' in-mold labeling is an exciting innovation for injection molders, allowing them to cut the label to shape and size at the molding unit. At NPE2009, a major plastics exhibition, CBW Automation used Vibrant's roll-fed IML labels in a sample run to give the audience an overview of this new process. The end result was a breakthrough – IML containers produced without the use of pre-cut labels.

One of the major benefits of 'cut in place' is its cost-effectiveness compared to cut and stack mold labels, saving as much as 35%. There are several key reasons for these savings. When the labels are cut individually at the molding press, the errors of snags in the punching process or blocking are eliminated. This method also eliminates variation in size of the labels, which reduces time spent on additional cutting and converting to make them consistent. In-molders save both time and money thanks to reduced errors and labor, streamlining the process. Additionally, 'cut in place' is better for the environment because it allows for thinner gauge label material and reduces the amount of raw footage needed.

Vibrant Graphics' roll-fed in-mold labels already provide incredible graphics and overall durability, and with the advent of 'cut in place' labeling, they offer even more of a competitive edge. Contact Roger Wrass at 414-352-0759 to find out more about Vibrant's IML services and other advantages the company offers, including digital printing and on-site technical support.

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*Based in Milwaukee, Wisconsin, Vibrant Graphics specializes in digital printing, with expertise in in-mold labeling and variable imagery. The company strives to provide the consumer goods industry with high quality, variable image print labels, as well as other printing services.*