



## FOR IMMEDIATE RELEASE

### CONTACT:

Gene Young, President  
Justice & Young Marketing and PR  
Phone: (513) 388-4700 ext. 3011  
gyoung@jymarketing.com

Janna Craig, Marketing Coordinator  
Color Resolutions International  
Phone: (513) 552-7201  
jcraig@colorresolutions.com

## Color Resolutions International Announces Expansion of Narrow Web Ink Blending to Southern California

**FAIRFIELD, Ohio – September 9, 2009** - Color Resolutions International (CRI) announces the expansion of their narrow web ink blending to their Southern California (La Verne) U.S. facility. This expansion will permit new and existing narrow web converters and printers speedy same day or next day delivery or pick up.

Dave Barker, Vice President of Business Development, who is heading up this expansion explains, “Due to the demand for CRI inks and coatings, we are now making our narrow web systems locally.” They include:

- Profector Plus, a balanced ink system that provides strong color, excellent rewetability and runability and widely used on narrow web substrates including PVC and PETG shrink films
- Poly Pro inks, the right inks for the right films
- ProTherm ink systems, one ink system that works well with direct or indirect thermal imaging
- UV Coatings, gloss and matte

Technical specialists in Southern California, Louis DiMartino, Mike Miller and Moises Jimenez, are available for expert assistance in meeting ever-increasing customer challenges.

“Having localized service is just another way CRI is helping to improve cost efficiencies for our customers,” explains Michael Hoft, CRI’s Narrow Web Product Manager.

George Sickinger, President and CEO of CRI adds, “We help customers achieve top quality printing and better profit margins on every press run.

### ***About Color Resolutions International***

*Color Resolutions International (CRI) is an international packaging ink company focused on water-based and UV curing flexo inks for printing pressure-sensitive labels and security tags as well as flexible packaging, envelopes, folding cartons and corrugated. Color Resolutions uses proprietary InkChemistry to custom tailor inks that print cleaner, richer, truer colors, giving printed graphics an edge in the marketplace. Food, beverage, HBA and pharmaceutical packages demand high-impact colors with good adhesion, chemical resistance, scratch resistance and fast, economical application on high-speed presses. Contact CRI at 800-346-8570 or visit [www.colorresolutions.com](http://www.colorresolutions.com).*

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