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**WHITLAM LABEL COMPANY SIGNIFICANTLY EXPANDS  
VARIABLE PRINTING CAPABILITIES  
WITH NEW JETRION 3025 INKJET SYSTEM**

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**UV Inkjet Technology Delivers Unprecedented Flexibility  
for Production of High Quality  
Variable Data Labels on Wide Spectrum of Materials**

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**ROSEMONT, IL September 15, 2004** — Intensely committed to its continuous improvement philosophy, Whitlam Label Company, an industry leader in Engineered Identification Solutions™ for the automotive, durable goods, food and related product industries, has introduced the new cutting-edge technology of the Jetrion 3025 Inkjet System into its label production workflow.

Introduced earlier this year at drupa by Jetrion LLC, a leading global provider of advanced products, services and specialized solutions for industrial inkjet applications, and a wholly-owned subsidiary of Flint Ink, the Jetrion 3025 Inkjet System's breakthrough UV-cured, drop-on-demand (DOD) technology delivers expanded flexibility and exceptional print quality for label production on all types of materials, including high-durability, harsh-environment substrates.

“Whitlam Label has been a beta site for the Jetrion 3025 Inkjet System, and the trial results have met the company's expectations,” said Kevin Hayes, Whitlam’s executive vice president of Sales and Marketing.

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"We ran many different label materials through the system during our testing, especially harsh-environment substrates that we produce for our automotive customers who need variable data labels," Hayes said. "We consistently printed clear, crisp images, such as barcodes and bitmap images, on the materials we tested. In addition to its substrate flexibility, the Jetrion 3025 proved to be a very press-friendly system, with impressive speed and accuracy. It provides a new dimension to our production capabilities and enables us to give our customers the benefits of an advanced technology that will continue to improve our products and services."

According to Hayes, the benefits realized by the customer are unsurpassed. Utilization of UV-curable inks greatly increases the variable print information life-span. In addition, the printed labels are virtually impervious to chemical and abrasion exposure in durable or harsh environments.

Dr. Kenneth Stack, president of Jetrion, noted that Whitlam Label provided a particularly demanding beta site for the Jetrion 3025 Inkjet System. "We wanted to test the technology of the Jetrion 3025 in a production environment where our DOD UV inkjet technology would be fully challenged. Whitlam Label is driven by an uncompromising commitment to quality and customer service, and is known for high-quality labels printed on an extraordinary range of difficult materials.

"Whitlam Label put the Jetrion 3025 system through its paces in the pressroom," Stack continued. "The system's performance in that setting tested a full spectrum of label applications that employed the Jetrion 3025's advanced, high-performance and cost-effective DOD inkjet capabilities. The Jetrion 3025 proved its ability to deliver the quality, flexibility and productivity that drive customer satisfaction, and we're pleased that it has earned a permanent role in Whitlam's workflow."

Starting at 2.4 inches (61 mm) with one printhead, and designed to incorporate multiple printheads for wider applications, the monochrome Jetrion 3025 Inkjet System delivers 316 dpi across, and up to 526 dpi in the process direction, at speeds up to 250 fpm (77 mpm) with UV inks, and up to 400 fpm (123 mpm) with solvent inks. With this combination of features, the Jetrion 3025 offers the flexibility of speed, print resolution and ink to meet the demands of the label market.

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The highly reliable Jetrion 3025 Inkjet System was co-developed with Graph-Tech AG of Switzerland. Incorporated into the Jetrion 3025 is Graph-Tech's proven MIC (Multipurpose Inkjet Controller) with image layout capabilities, simplifying production of variable codes and marks. The Jetrion 3025 also provides the lowest running cost of available DOD marking printheads, and is especially valuable for production applications that require higher quality bar-coding, numbering and variable messaging on printed products.

The Jetrion 3025 Inkjet System offers substantially more substrate printing flexibility than continuous inkjet (CIJ) or toner printing processes. The system is ideal for applications that require the placement of durable images on high-gloss and film materials such as those used most in labeling and flexible packaging.

### **About Whitlam Label Company**

Whitlam Label Company is a manufacturer and marketer of Engineered Identification Solutions, with products including highly innovative labels, UL/CSA certified solutions, printers, ribbons, barcode software and consulting services. Founded in 1957, Whitlam is headquartered in Center Line, Michigan, and has grown into a key Tier I and Tier II supplier to automotive industry customers such as General Motors, DaimlerChrysler, Toyota, Ford and many Fortune 100 industrial manufacturers. Whitlam is the first label manufacturer to achieve the new ISO/TS 16949:2002 quality certification required for the automotive industry. For more information about Whitlam, contact Kevin Hayes, executive vice president of Sales and Marketing, at: [khayes@whitlam.com](mailto:khayes@whitlam.com). Whitlam is on the Web at [www.whitlam.com](http://www.whitlam.com).

### **About Jetrion LLC**

A wholly-owned subsidiary of Flint Ink, Jetrion LLC provides a complete spectrum of industrial inkjet products, services and custom high-performance integration solutions to the printing, converting, packaging and direct mail industries. For more information about Jetrion, contact Dr. Kenneth Stack, president, at 734-622-6218 or [info@jetrion.com](mailto:info@jetrion.com). Jetrion is on the Web at [www.jetrion.com](http://www.jetrion.com).

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Flint Ink is the largest privately-owned ink manufacturer in the world, and offers a comprehensive range of flexographic, sheetfed, web offset, gravure, UV/EB curable, digital, and advanced and conductive inks. Operations include five geographic segments, Jetrion LLC, Precisia LLC (printed electronics), and CDR Pigments & Dispersions. For additional information about Flint Ink, contact Rita Conrad, director of Corporate Communications, at 734-622-6362 or [rita.conrad@flintink.com](mailto:rita.conrad@flintink.com). Flint Ink is on the Web at [www.flintink.com](http://www.flintink.com).

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