

**FOR IMMEDIATE RELEASE**

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**JETRION PARTNERS WITH SIRA TECHNOLOGIES  
FOR DEVELOPMENT OF THERMOCHROMIC INKJET INKS**

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**Applications Include Labels for Temperature-Critical Foods  
to Indicate Product Safety**

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**ANN ARBOR, MI – September 21, 2005** – Jettrion LLC, a leading supplier of inkjet printers, inks and custom systems, today announced a strategic partnership with SIRA Technologies Inc., a leader in food safety, pharmaceutical and environmental monitoring systems, for the development and implementation of the industry's first thermochromic inkjet inks for printing bar codes directly on labels used on temperature-critical products.

The new thermochromic inks will be utilized in SIRA's award-winning Food Sentinel System™, which provides scanned and visual data for tracking and reporting food safety. System configurations will use transinformative bar codes to monitor, globally track, interdict and report contaminated food in storage areas and market cases to prevent shipment and sale of dangerous foods, drugs and atmospheric anomalies.

Under the partnership, Jettrion is formulating thermochromic inkjet inks used to print temperature-responsive UPC bar codes that change when products such as store-packaged meats or case-ready foods have been displayed or stored at unacceptable temperature levels. This technology offers a two-fold safety net for all stages of the distribution chain, as well as for consumers. It provides both a visual alert that the product's safety has been compromised, and a barrier to proper barcode scanning if the product actually reaches the final transaction stage.

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Robert Goldsmith, president of SIRA Technologies, noted, "Maintaining the integrity of food and health products is a top priority for every organization in the distribution channel. Our vision is to provide retailers, manufacturers and government agencies with expanded monitoring capabilities using thermochromic ink to meet the safety requirements of the growing pre-packaged fresh and frozen foods markets. We chose to partner with Jetrion to help us realize that vision, because they have the depth of knowledge and industry experience that will get us the results we want."

Dr. Ken Stack, president of Jetrion, stated, "SIRA Technologies is a leader in enabling wholesale change to protect consumers. The Food Sentinel System™ has set the worldwide standard for food, pharmaceutical and environmental safety monitoring systems. We're very pleased that they have chosen to partner with Jetrion to develop thermochromic inkjet inks to expand the bar coding capabilities of their system. Both of our companies are known for the innovations we've brought to the marketplace, and we look forward to working with SIRA to deliver another important inkjet product that will underscore our mutual commitment to innovation."

**About SIRA Technologies Inc.**

Based in Pasadena, California, SIRA Technologies is focused on food, environmental and pharmaceutical safety. The company's central intellectual property is the transinformative bar code matrix utilized in its award-winning technology, the Food Sentinel System™. For more information about SIRA Technologies, please visit [www.siratechnologies.com](http://www.siratechnologies.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 Jason Oliver, director of marketing and new business development, at 734-622-6650 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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**About Flint Ink**

Founded in 1920, Flint Ink Corporation offers a comprehensive range of flexographic, sheetfed, web offset, gravure, UV/EB curable, digital, and advanced and conductive inks. Operations are organized into eight segments: North America, Latin America, Asia, India/Pacific, Flint-Schmidt in Europe, Jetrion LLC, Precisia LLC, and CDR Pigments & Dispersions. For additional information on Flint Ink's products and services, contact Rita Conrad, vice president of Corporate Communications, Flint Ink, 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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