



Datamark Graphics, Inc.

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MEMORANDUM

Datamark Background Information

BUSINESS PROFILE

Datamark Graphics, Inc. is a privately owned prime flexographic tag and label company. Our product line includes printed pressure sensitive labels, tags, stencils, custom packaging, inserts, coupons, UPC/bar codes, warehouse, production, inventory and control tags and labels. We offer a custom selection of stocks, adhesives, die cuts, sizes, shapes, and finishing. Our full-service Art Department is available for custom design work. In addition, our *Thermal Printing Department*, is a single-source supplier for thermal transfer labels, ribbons, printers and equipment. Please take a look at our Web Page <http://www.datamarkgraphics.com>.

Datamark is a diversely experienced company that excels in providing high quality printing along with superb customer service. We embody an empowered team of solution providers whose mission is to meet each of our customer's individual production, inventory, and shipping requirements. We have earned a superior reputation in the printing industry and successfully compete against larger corporations daily. Datamark has proven time and again that a smaller performance-driven company is able to *surpass* the Goliaths in today's economy.

Originating in 1984, Datamark Graphics is well-seasoned and integrates the creativity and expertise required to compete in today's packaging industry. We are a conservative company with a rock-solid financial history and the power to move in whichever direction is most beneficial for Datamark and our customers. In the midst of an economy that has often dealt harsh blows to our competitors, you can rest assured that Datamark *will be here for you* tomorrow, next year, and for years to come. That's important when you have invested in plates and tooling for your packaging. It's *critical* when you've placed your trust in the guaranteed delivery of your product.

PRODUCTION CAPABILITIES

Datamark's capabilities include production of printed packaging with a maximum of 8 colors. We offer 4-color process and laminating services, as well as UV Varnish options. Materials and printing quality are 100% guaranteed to meet specifications. All labels and packaging are fully inspected and packaged per customer specifications.

Normal lead time for re-orders is two weeks, but in genuine emergencies, we can offer 3-4 day service, depending on material availability.

Our Shipping Department is fully computerized and experienced with international regulations. Required documents and tracking information can be generated at any time. Products ship via UPS, FedEx, LTL or Truckload.

SALES REPRESENTATIVES & CUSTOMER SERVICE

Datamark's Sales Representatives have at least 10 and as many as 40 years of experience in the flexographic industry. They are trained not only to *comprehend* your label/package difficulties, but to be able to *assist* you with those problems.

We understand that each customer is unique with problems and pressures of their own. Our Sales Representatives, Customer Service Reps, and Administrative Staff are trained in communicating your needs to appropriate departments and to production. Be assured that we will do everything within our power to address your special requirements, meet your deadlines and exceed your expectations.