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Innovative Bucks the Trends and Invests \$3.3 Million in New Equipment and Upgrades

South Plainfield, New Jersey, 2/4/04 — Throughout the past several years, the packaging industry as a whole has felt the impact of a soft economy, many folding carton manufactures have experienced little or no growth whatsoever. Innovative on the other hand has done something that most other packaging companies were unable to do: reverse the poor economic trends, increase sales and attract new clientele. This has afforded them the opportunity to invest more than \$3.3 million in new equipment acquisitions and upgrades throughout their entire South Plainfield, NJ manufacturing facility. Topping the list is a new 40" Mitsubishi 7 color UV offset printing press and an HP Indigo Digital WS4000 7 color label press, the first and only in the state of New Jersey. Other investments at Innovative include: a Creo Direct to Plate pre-press system, Air Motion 57" backside printing unit, Data Tech DT-100 sample maker and plotter, Sentinel Ink Management Systems on all offset presses, Global Vision TVS-TM color proofreader and BlenCal Scanner upgrades to all die cutting equipment.

“We are fortunate to be in a position in 2004 to pioneer the latest technologies and trends in the industry – it’s what allows innovative to deliver high impact, state of the art packaging while remaining competitively priced. These substantial investments have reduced costs, improved efficiencies and resulted in an overall increase in the quality of our client deliverables,” states Shawn Smith, President of Innovative.

Much of the companies success in 2003 can be attributed to staying true to it’s name by developing innovative, creative packaging solutions such as the Innovative Color Simulator™ six color process system and mastering the complex art of combination printing. Other contributing factors to the companies success include a laundry list of value added services offered at Innovative such as agency quality graphic design, creative structural engineering and responsive customer service.

Enhanced equipment and technology, combined with additional services that truly compliment client needs has once again strategically positioned Innovative for the future today.

About Innovative

Established in 1984, Innovative Creative Packaging Solutions is recognized as a leading supplier of folding cartons for the private label pharmaceutical and health care industry. The company is prepared to fill both short and high volume production runs in its 100,000 square foot, ultra modern facility which meets all cGMP guidelines and follows strict Standard Operating Procedures regarding accountability and quality assurance.

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