

FOR IMMEDIATE RELEASE:



Contact:  
Steven Linde  
Innovative Creative Packaging Solutions  
[linde@innovativecps.com](mailto:linde@innovativecps.com)

## **HP Indigo ws4000, The First in New Jersey**

South Plainfield, New Jersey, 2/5/04 — With more and more companies realizing the value of stockless supply chains and high impact graphics as major margin building tools, Innovative Creative Packaging Solutions has answered the call by being the first (and only) company in New Jersey to acquire an HP Indigo ws4000 digital label press. Installed in January 2004, the press easily accommodates clients who require short to mid sized runs, special colors, security features, image changes, numbering and personalization, offering production on almost limitless substrates.

“Globally, some 35% of label production is less than 6500 linear feet. Our new HP Indigo ws4000 combined with our Rotoflex Vericut Dual coating station has positioned us to deliver superior quality labels to this short run market segment - on demand. Our clients can now recover costs associated with make-ready and printing plates while at the same time reducing inventory and overhead, it’s everything our clients want,” states Shawn Smith, President of Innovative.

As the food, drink, security and pharmaceutical label market segments continue to experience high growth rates, smart buyers will look for creative ways to reduce production costs without sacrificing quality. Innovative’s digital, on demand label printing opens new avenues for savings making it the perfect solution for achieving those initiatives.

### ***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.

For more information contact:  
Steven Linde  
Innovative Creative Packaging Solutions  
Phone: 908.757.6000 xtn 144  
Fax: 908.757.6464  
[linde@innovativecps.com](mailto:linde@innovativecps.com)  
[www.innovativecps.com](http://www.innovativecps.com)

\*All third-party trademarks are the property of their respective owners.

###