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Innovative Hosts Open House with Special Guest Whitey Ford

South Plainfield, New Jersey, 5/4/04 — Innovative Creative Packaging Solutions held an open house for its existing customers, prospects and associates this May. The event was held to introduce its new equipment and to celebrate their 20th anniversary. Demonstrations were given on their new HP Indigo ws 4000 7 color digital label press as well as on their 40" Mitsubishi 7 color UV offset printing press. Some other investments showcased 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, Global Vision TVS-TM color proofreader and BlenCal Scanner upgrades. Total investments in new equipment and upgrades from 2003-2004 throughout the facility have exceeded \$3.3 million.

Adding to the excitement of the day was a special appearance by all time New York Yankee great Whitey Ford. Mr. Ford signed autographs for the attendees and told stories of his past experiences with the Yankees. "It was an honor to have a legend like Whitey Ford at our facility. Our guests brought memorabilia for Whitey to autograph, some even had pictures of him from the 50's. It felt great to be able to offer our guests a face to face with someone that they grew up admiring," stated Shawn Smith, President of Innovative. For those guests that didn't bring memorabilia to autograph, Innovative supplied them with a beautiful reproduction of Yankee Stadium printed on their 7 color Mitsubishi UV press. The autographed photo's where then matted and framed creating a wonderful keepsake.

Other guest speakers at the open house included Sal Cannizzaro, the founder and former owner of Innovative as well as speakers from HP and Printables. After the presentations concluded, guests were given a personal tour of the 100,000 square foot state-of-the-art facility, followed by a gourmet catered lunch. All in all, the open house was so successful that Innovative now plans on making it an annual event.

High resolution pictures are available upon request.



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About Innovative

Established in 1984, Innovative Creative Packaging Solutions is recognized as a leading supplier of folding cartons and pressure sensitive labels 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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