

PRESS RELEASE

For Immediate Release

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VIPColor Announces the VP485 Color Label Printer at PackExpo 2008 Three Times Faster Than Other Inkjet Label Printers on the Market

PackExpo 2008 (Stand # E-5723) Chicago, IL, November 9, 2008 – VIPColor Technologies, a manufacturer of digital printing solutions, announces the VP485, an 8.5” wide color-on-demand label printer, the fastest desktop color inkjet label printer on the market today printing at up to 4inches per second (101.6 mm/sec). The unit redefines the desktop color label printer market with its speed and quality, expanding the range of applications that can be served with this type of equipment.

Unlike many units in the market today, the VP485 is designed with large separate ink tanks. Each separate ink color can be changed discretely and are operated in conjunction with long-life print heads. This greatly reduces the frequency of replacements as well as the unnecessary waste and costs associated with tri-color ink cartridges that users face today.

The VP485 enables companies to produce color labels in-house, exactly when and where they are needed, with the exact content and quantity required. Ideal for the production of labels with variable color, images, text and barcode content, the VP485

generates customized product and package labels for events, special occasions or for private branding. The VP485 is also perfect for the regionalization required for products sold within foreign markets and is particularly suited for gourmet food, beverage, sauces, food supplements, medical devices, hardware/DIY in-store, color picture shoe box labels and apparel price tags applications.

The VP485 prints from 2 to 8.5 inches (51 to 216 mm) wide and prints lengths of up to 48 inches (1219mm) (width dependant). With high resolution print quality and full bleed printing capability businesses can produce professional grade labels. The VP485 manages label roll or fan fold material with gap, black mark and continuous format and is equipped with an adjustable label position sensor (Top of Form sensor). With additional features such as the automatic media loading the unit is designed to be very user-friendly.

The VP485 inkjet printer is the latest generation to VIPColor's on-demand color label printers and weighs just 26 pounds (11.8 kg). This new product utilizes an advanced and proven inkjet technology for fast, high quality black and color roll-fed printing. With the VP485, companies can economically produce short runs of color labels; avoid the space, waste and extra handling activities associated with traditional pre-printed labels. Companies can also use this equipment to increase their customer responsiveness and marketing flexibility.

VIPColor Technologies, a division of Venture Corporation, has been developing, marketing and manufacturing a range of digital printing solutions for almost a decade. VIPColor has utilized extensive industry knowledge to develop label printing solutions focusing on speed, simplicity, reliability, print quality and connectivity. With customers in over 35 countries, VIPColor printers enable users to create outstanding quality labels in house.

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