

# Press Release

August, 2011

## Got a Great Idea? We'll Help You Prove It.

Is your company's next great idea still just sitting there, sketched out on a legal pad (or worse, on the proverbial napkin)? Labels, Inc./FlexPrint can take you from rough sketch to useful prototype with a short lead time and at low or no-cost. Whether you need a basic proof of principle or a more detailed working prototype, we'll work with you to prove your design. It's yet another way we add value to what we do for you everyday.

**Proof of Principle Prototype:** Used to test some aspect of an intended design without attempting to simulate visual appearance. For instance, if we know that a product needs to be packaged in a way so that it is protected from moisture or vapor coming in or escaping from a pouch, we can identify a variety of materials and provide samples for accelerated aging tests.

**Form Study Prototype:** Allows engineers and designers the ability to explore basic fit and form, assess ergonomics and provide basic visual insight. Using modeling clay to create a die line, we carefully hand-cut shapes on a variety of label materials that can be used to help confirm dimensions and assure ease of application.

**Visual Prototype:** Intended to simulate appearance, color and surface texture. We can provide a color print with adhesive and overlaminations to simulate a finished label. Often, this type of prototype is used for marketing presentations or photo shoots.

**Functional Prototype:** Often called a working prototype, to simulate the final design, aesthetics, materials and functionality of a label, lid or pouch. This type of validation lot is typically a small production run and often requires three different lots, depending on the application protocol. We are a great source for small quantity lots.



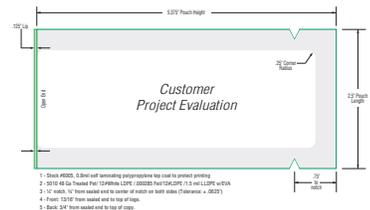
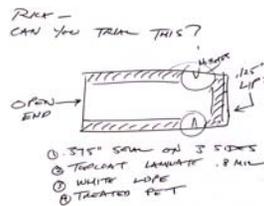
Daryl Barnes, Allen Craig and Rick Rokes meet to discuss an upcoming project

At Labels, Inc./FlexPrint we can help you with package design, material selection, label design, product configurations and program options that will exceed your product protocols. By utilizing our Customer Project Evaluation (CPE) program, we provide our customers with the tools needed to explore new or cost-saving design

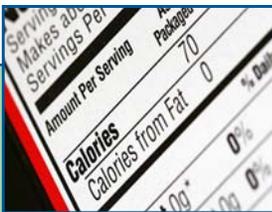
alternatives, test performance theories, verify downline interest and evaluate suitability of a design approach. Please contact our Sales and Customer Service Team today to discuss no or low-cost options and let our design, engineering and production teams develop an appropriate program for designing, testing, evaluating and modifying a label, lid or preformed pouch for your application today.

Redefining medical device packaging and labeling by providing valued-added Customer Project Evaluations or prototypes is what we do every day.

—Rick Rokes  
Regional Sales Director  
rrokess@labelsinc.com



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## Employee Spotlight

Meet Diana Burkholder, a member of our Quality Assurance team here at Labels, Inc. A native of Washington, DC, and one of four children, Diana's intuitive flair for anything art-related as a child, like painting, drawing, sculpture, and sewing, drew her into the arts. Upon graduating with honors from Wellesley Senior High, Wellesley, MA, Diana completed her undergraduate work in Printmaking and Fine Arts at UMass, Amherst. She graduated from Framington State College, Framingham, MA, with a BS in Clothing and Textile Design, Summa Cum Laude (congratulations, D!!), and was awarded Outstanding Clothing and Textile Senior.

Diana's first employment was in the fashion world with William Carter Co. in Needham, MA where she was the Design Assistant for Baby Dior infant wear. Following a transition from the apparel industry after seven years, she retrained in computer graphics, earned a certificate in Computer Graphics & Prepress from Clark University, Framingham, MA and spent two years as a design freelancer. Eventually, she relocated from the Boston Metropolitan area to scenic Cape Ann, where she was hired as a Prepress Specialist at Labels, Inc. in 2000, when we were still located in Amesbury.

From there, Diana transitioned to Administrative/Marketing Assistant, then to her current position as Safety Administrator/Document Control Specialist. In this capacity, she has worked extensively with OSHA on worker safety compliance and with NH DES (NH Dept. of Environmental Services), regarding environmental reporting. She also manages the QMS document revision system and QMS training events. She spends a significant amount of time regularly compiling and reporting quality performance data from the production floor and develops various graphic formats for management review, quality costing analysis, and continuous improvement within our QMS and production processes. Diana takes credit as first editor of our Press Release newsletter.

Outside of the nine-to-five world, Diana is a volunteer tour guide for the Whittier Home Museum in Amesbury, MA, home of the famous 19th century poet, statesman, and newspaper editor, John Greenleaf Whittier, as well as a marketing consultant for the Maudslay Arts Center in Newburyport, MA. Diana likes to spend leisure time in nature and researching historical events, textiles, and antiques. She does some bead work and sewing on the side and is involved in graphic design and promoting fundraising events for nonprofits. She also maintains two web sites for her volunteer efforts: [maudslayartscenter.org](http://maudslayartscenter.org) and [whittierhome.org](http://whittierhome.org).

At home in Newburyport, MA, Diana enjoys this historic seaport town, which has a vibrant arts community and an appreciation of the area's historical heritage...a natural fit for a gifted artisan and naturalist. One endeavor that Diana is proud of is her now two-year sponsorship of little four-year-old Cesia, through Children International, an organization that helps to lift

underprivileged children out of the poverty cycle. Cesia, who lives in Honduras, recently received a new pair of sneakers through Diana's contribution, which can literally mean the difference between life and death for a small child in a third world country. In D's words: "this is my small contribution that can make the world a better place." ☺

*Two year old Cesia, pictured at left, is now a happy four year old thanks in part to Diana Burkholder*



## 1/2 Cup Blues

The U.S. Food and Drug Administration is doing a study to figure out how consumers use labels in order to formulate new regulations for food packaging. The agency is taking a closer look at everything from misleading health claims to serving size information. Does anyone really eat a 1/2 cup of ice cream at a sitting? That's what serving size and calorie counts are most often based on, but it's not how we eat.

The nutrition facts label on food packages was developed by the FDA fifteen years ago; it was intended to help consumers by providing information. Today, with obesity, diabetes and other diet-related chronic diseases on the rise, better information is needed.

A Harris Interactive study commissioned by the Sugar Association in January found that more than half of parents with children under 18 in the United States try to avoid artificial sweeteners, yet few can identify them. An ingredients list is meaningless if people don't know what they are.

One proposed change is to state on the front of the package whether a food or beverage contains artificial sweeteners, along with how much of each sweetener it contains. Coca-Cola Co. and Pepsico Inc. have already pledged to move calorie counts to the front labels of all their products by the end of next year. It seems likely that many other manufacturers will follow their lead. ☺



## Zake's Place

**BULLETIN BULLETIN BULLETIN!** It finally happened, and in dramatic fashion. The Labels, Inc./FlexPrint softball team has won its first game ever. Took three years and now the monkey is off their backs. The score was 10 to 9 and it was a real nail-biter. In the last inning they persevered by getting the final two outs with the bases loaded. One more game then the playoffs and the team is brimming with confidence. Go team!

Now for an update of my tour with Donna and Cara. We had a wonderful time, the highlights being two days at Yellowstone Park, Mt. Rushmore and a raft ride down the Snake River. The days in between were also fun. As I wrote in the last issue of this newsletter, spending time with Donna and Cara can sometimes be tough on me. This time was no exception as I was told that I was immature, inconsiderate, a jerk, irritating, etc. Boy, I was really on a roll.

On the final night of the tour, we celebrated with a farewell dinner at the Hilton in Salt Lake City. Ate the salad and my eyes started itching. Went to the men's room to throw some cold water on them and then I had trouble breathing. I was allergic to something in the salad. Not to bore you with details, but I was taken off in an ambulance and spent four hours in a hospital before I could breathe, swallow and for the swelling to go down. All's well as I was fine the next morning but when we got home it was Cara's turn. She has had some internal issues and ended up with a five day stay at the hospital. She has been released and is doing much better but has a very restrictive diet.

I hope that everyone is enjoying the summer as much as the Zakian family and let's relish the final month as Labor Day will soon be upon us. As always until the next Press Release, I wish you health and happiness. 🍷

—BZ



*Donna, Bob and Cara on vacation in South Dakota*

Robert J. Zakian ("Zake") is the founding father of Labels, Inc./FlexPrint. Zake fostered many strong customer relationships over his thirty-five year tenure and we use the Press Release to keep those who know him apprised of his whereabouts and adventures these days.

## Employee Anniversary Dates

Doug Dowie .....	24 yrs	Facilities Manager
Ian Mansfield .....	17 yrs	Production Support
Jenn Caster .....	13 yrs	Flexo Process Supervisor
Jackie LaCrosse .....	9 yrs	Customer Service Rep.
Jim Zakian.....	8 yrs	Facilities Support
Allen Craig .....	6 yrs	Quality Assurance Manager
Josh McGown .....	6 yrs	Flexo Press Operator
Jason Peterson .....	5 yrs	Prepress Specialist
Matt St. Martin .....	4 yrs	Manufacturing Engineer
Marilyn Sohl .....	4 yrs	Rewind Inspector
Wayne Brackett .....	4 yrs	Pouch Machine Operator
Scott Smith .....	3 yrs	Prepress Specialist

## Treats of the Trade recipes we love, using products we produce labels for



### Rosemary Sole

2 pounds sole  
1 large egg, mixed with 2 Tbs. milk  
1/2 to 1 cup flour  
3 Tbs. Boyajian Rosemary Oil  
1 tsp. butter  
1/2 cup dry sherry  
1/4 cup fresh parsley, chopped  
Lemon juice, salt & pepper to taste

Rinse fish and pat dry. Heat Boyajian Rosemary Oil and butter in large nonstick skillet over medium heat. While oil is heating, dip sole in flour, shaking excess flour and then dip in egg mixture, coating thoroughly. Place in hot skillet and cook 2 - 3 minutes. Gently turn fish. Add sherry and lemon juice and continue cooking 2 minutes more or until fish is cooked through. Remove from pan, garnish with parsley and serve immediately.

Yield: 4 servings

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### Orange Chocolate Chip Cookies

2 1/2 cups flour  
1/2 teaspoon baking soda  
1/4 teaspoon salt  
1 cup unsalted butter  
1 cup white sugar  
1/2 cup light brown sugar  
2 eggs  
1 1/2 teaspoons Boyajian Pure Orange Oil  
1 1/2 cups Ghirardelli Chocolate Chips

Preheat oven to 350 degrees. Mix together flour, baking soda and salt with a whisk and set aside. Cream butter and sugars together well, scraping sides of bowl as needed. Add eggs and Boyajian Orange Oil and beat on medium speed until light and fluffy. Add flour mixture gradually, blending at low speed just until combined. Carefully mix in chocolate chips. Drop rounded tablespoons onto parchment-lined cookie sheet. Bake 14-16 minutes until cookies are slightly browned around the edges. Using a spatula, transfer cookies to a cooling rack.

Submitted by Inn at Ellis River in Jackson, NH

## Chris' Corner

### *Contingency Planning—Protecting Your Investment*

As many of us continue to develop and improve our systems for the future, the question of “What if” tends to rise to the surface. On the heels of the horrific natural disasters that we have seen occur in the last couple of years, we are reminded that the possibility does exist for bad things to happen unexpectedly and without warning.

So what can we do to protect ourselves you may ask? Here at Labels, Inc./FlexPrint we are constantly evaluating ways to ensure our ability to keep your lines running in the event that one of these situations hits closer to home and hampers the normal flow of business in some way. Our most recent efforts are focused on the raw materials component. In the packaging side of our world especially (as well as in many of our labeling applications), raw materials are not easily substituted or replaced if the supply chain is hit with challenges. In many cases validation of new raw materials has significant time and cost implications which precludes companies from completing this effort.

Labels, Inc./FlexPrint has recently completed initial validations of a new supplier/partner that translates into second source options for many of our customers. In the very near future you may be contacted by myself or one of my team to review potential action plans for validation of second source items that are intended to solidify long term procurement as well as provide cost containment and improve service value.

In this ever-changing and quite frequently scary economy, it will be the proactive and committed that will survive...so jump on board...we are on a course for long term success!

As always please feel free to visit our website at [www.labelsinc.com](http://www.labelsinc.com) to check in and see what is new or to leave us comments on how we are doing!

Cheers!

—Chris Snow  
VP Sales & Marketing