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*THE FERNQVIST MISSION: CREATING CUSTOMER RELATIONSHIPS FOR THE LONG TERM!*

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## Fernqvist Sales Meeting 2009

The theme at this year's Fernqvist sales meeting held at our headquarters in Mountain View, CA October 22 and 23 was "Enhancing Our Value".

As implied by the theme, we focused mainly on learning and strategizing about the label enhancements of hot foil stamping and embossing/debossing.

This new technology was brought in-house by the



acquisition of TLC Printing during 2009. We had hands on training on the Newfoil press and a representative for a major foil manufacturer was brought in to teach us about the many options of foils that are available, and there are many in addition to the standard golds and silvers.

*A folder with the most popular choices of foils is available to you by request.*

The VP485 is another product that is enhancing our value by offering the very best of desktop full color printers to you. The fast VP485 with four separate ink cartridges (CMYK) is a winner at \$3995 (list \$4495) complete with power unwinder, USB cable and software (BarTender UltraLite). Hands on training of both hardware and software was provided by a representative from VIP Technologies.

*The VP485 can be seen at any of the tradeshows we exhibit at (see back page) or call your sales representative to arrange to see the printer in a way convenient for you.*

Also on the agenda of the meeting were:

- Prepress and marketing review
- State of the territory reports by Elsie, Duane, and Brian
- Corporate statistics, numbers, trends, and reflections
- Product review and pricing
- Brainstorming, decisions, and questions

Last but not least, we enjoyed social times over lunch, dinner at the famous Wente Bros winery in Livermore, and an all company Hornblower cruise on the San Francisco Bay. The wines sampled, with or without Fernqvist labels, were the best California offers. Cheers!

## Hot Foil Stamping and Embossing: Not Only for Wine Labels



Our major investment in 2009 was the acquisition of TLC Printing of Livermore, CA. TLC Printing is now absorbed into Fernqvist Labeling Solutions and the equipment was moved to our manufacturing plant in Mountain View, CA. TLC Printing is a major provider of hot foil stamping and embossing on digitally or flexo printed labels, mainly to wine labels.

### What is hot foil stamping and embossing?

Foil stamping is a special finishing process in printing. It is usually used as an accent to a label to add flash or prestige. It requires making a die and the process of transferring the foil is done by a combination of heat and pressure. Foils come in metallics, pigments, patterns and many other configurations. Foils are much more opaque than normal printing inks so they will usually cover anything they go over. There are two types of foil stamping:

**Flat Foil Stamping** which involves using a plate but no counter die. The foil (often gold or silver but also other colors) is flat stamped. The art will be 2 dimensional.

**Embossing or Combination Foil Stamp/Embossing** which involves using a die and a counter die that fits in the die. On combo stamping the image is embossed or debossed to give a raised or lowered effect. The art here can be three dimensional and have multi levels in the die with elaborate detail.

It is our plan to introduce the powerful label enhancements of hot foil stamping and embossing to our wine customers and new contacts in the wine industry. Even at short runs of 1,000 labels/bottles, we can add these powerful enhancements economically. Also, we plan to make sure that our customers in

the fancy food, nutritional supplements, health & beauty industries and others are fully aware of the impact any label with foil stamping and/or embossing offers.

*Make sure your products stand out on the shelf. Add embossing and/or foil stamping.*

## The New VP485: A Winner of Full Color Label Printers

We are pleased to introduce the VP485 full color, digital desktop inkjet label printer to you. It has proven to be a winner in this class of product during 2009. The VP485 complements the LX series of label printers by Primera (LX400, LX810, and soon LX900).



The VP485 is faster, offers four separate ink cartridges (CMYK), is powered by HP's reliable time tested technology and prints beautiful full color labels on a variety of stocks at often half the cost per label compared to other systems.

### Key features:

- Large separate ink tanks that reduce cost and waste
- Speed up to 4 IPS
- DPI up to 4800x1200
- Powered unwinder handles rolls up to 8.5" wide, 8" OD
- Gap sensing or black mark
- Software (ultralite bartender), USB cable included
- Weight 25lbs
- Dimensions 19.4"(w)x14.1"(d)x11.5"(h)
- Fernqvist price \$3995 (list \$4495)

See separate article on label offerings for the VP485. The popular high gloss and semi gloss inkjet stocks are available in 13 sizes off the shelf for same day shipping. Hundreds of sizes can be made to order in any inkjet stock with just a few days lead time. If your packaging requires a unique size and shape label only a small die charge will be added.



## VP/LX Inkjet Stocks Expanding

New this year is a very attractive wine stock with 44pk liner called Avon Brilliant White Classic Linen. We have tested it and find this stock to be an excellent choice for upscale wines.



The most popular inkjet stock continues to be the High Gloss Paper. Semi Gloss is a close second primarily chosen for its lower price. A Matt Paper is also available when shine is not desired. Waterproof inkjet stocks are currently available in a Gloss Polyester and a Matt Polyester both excellent choices when moisture is a problem for paper labels. All inkjet stocks are available in hundreds of sizes converted to order in any quantity. In the high gloss and semi gloss stocks we have many sizes in stock/on the shelf for the VP/LX810 printers and the smaller LX400.

Contact your sales representative for samples and to get current pricing for your inkjet label needs.

## Case Study: Wayne Carver Gifts and Souvenirs

Over 30 years ago, Mike Fisher crafted his first "Secret Box" for a special friend. From that humble beginning, Wayne Carver Gifts and Souvenirs has established itself as a group of talented craftspeople from America's heartland whose products are shown in many of the finest craft shops and galleries the world over.



Duane Shepley, Fernqvist midwest sales manager, was contacted by Wayne Carver Gifts and Souvenirs in early 2009 to solve the problem they had with requiring fast turnaround, full color labels for their line of promotional custom key chains and pocket knives sold by higher end gift stores nationally. The initial solution was to set up an in-house labeling system with more than one LX400 color printer by Primera.

As the product line grew and Wayne Carver Gifts and Souvenirs customers requirement for larger quantities and for more durable labels was recognized, it was concluded that a better solution was to utilize Fernqvist's digital HP Indigo printing press. A system of fast turnaround for the proofing of

the files and for the production and shipping was set up to meet Wayne Carver Gifts and Souvenirs' demands from their customers. A durable polypropelene (BOPP) stock was chosen for the label and for maximum durability a laminate was added.

Since the inception of this successful program, over 150 skus in three sizes have been printed all in full color and all shipped on time. Warren Slabaugh says, "We usually don't get into publicly telling people about how we do things. However you have been a great supplier to us and I would be willing to do this to support you as you have supported us."

## Experience Counts at Fernqvist

Meet again: Jennifer Downward, office manager, and Richard Hernandez, manufacturing manager, both with 10+ years at Fernqvist.

Since 1995, Jennifer has managed all front office duties from taking customer orders, purchasing, invoicing, accounting, and much more - efficiently and accurately. It is thanks to Jennifer that we have been able to expand our business to this point and well into the future.



It was back in 1998 that Richard joined Fernqvist as a press operator. As our printing business grew, Richard's printing experience and equipment know how was invaluable. He has shown a knack for finding and training personnel for manufacturing and he keeps in contact with our paper suppliers daily.



Thank you, Jennifer and Richard, for working with me tirelessly to serve our customers. I look forward to many more good years together.



**Customers, Suppliers, and Employees:**  
*Another year is over... and a new one is just beginning. We look forward to continuing our ongoing relationship. Happy New Year! Soar like an eagle in 2010.*



## Fernqvist.com/shop: Online Store

Some of you have started to use our online store to order ink cartridges, stock inkjet labels, thermal transfer ribbon, and even printers. You can check it out for yourself at <http://fernqvist.com/shop>

**Instant Rebate:** To encourage you to give it a try to shop for Fernqvist products, we are offering a \$15 instant rebate on orders of \$100 or more during January. When prompted, enter the code **JanNewsletter** and you should see the \$15 discount applied before you confirm your order.



## Thermal Transfer Ribbon Pricing

Pricing on all thermal transfer ribbon has been reduced about 15%. For example, the low price (48 qty) for the 4.0" black high performance wax is now \$7.95/roll (was \$9.50).



## Hot Deals

Only one of each available. The prices on the following products are only available when you mention that you saw it in this newsletter.

**LX400** Demo, new cartridge, full warranty \$795 (list \$1495)

**LX810** Demo, new cartridges, full warranty \$1295 (list \$2495)

**H4212** Demo, like new, full warranty \$995 (list \$2295)

**E4204** NEW \$395 (list \$595)

## Email Newsletters

We invite you to join our email mailing list. As a member of this list, you will receive notifications of new products, special deals, additional promo codes for discounts when ordering online, and information about where you can visit us at upcoming tradeshow and events. To sign up for our mailing list, *please visit any page at [www.fernqvist.com](http://www.fernqvist.com) and use the "Sign up for our Email Newsletter" link at the bottom of the page.*



## Tradeshow Schedule

### JANUARY 2010

Winter Fancy Food Show, Booth 1277  
January 17-19  
Moscone Center, San Francisco, CA  
[www.fancyfoodshows.com](http://www.fancyfoodshows.com)

Unified Wine and Grape Symposium, Booth 237  
January 27-28  
Sacramento Convention Center, Sacramento, CA  
[www.unifiedsymposium.org](http://www.unifiedsymposium.org)

### FEBRUARY 2010

Westpack, Booth 5587  
February 9-10  
Anaheim Convention Center, Anaheim, CA  
[www.westpackshow.com](http://www.westpackshow.com)

International Restaurant Show, Booth 1814  
February 28-March 2  
Jacob Javitts Convention Center, New York, NY  
[www.internationalrestaurantny.com](http://www.internationalrestaurantny.com)

### MARCH 2010

Wineries Unlimited, Booth 215  
March 10-11  
Valley Forge Convention Center, Valley Forge, PA  
[wineriesunlimited.vwm-online.com](http://wineriesunlimited.vwm-online.com)

Natural Products Expo, Booth 1493  
March 12-14  
Anaheim Convention Center, Anaheim, CA  
[www.expowest.com](http://www.expowest.com)

American Bakery Expo, Booth 739  
March 21-23  
Atlantic City Convention Center, Atlantic City, NJ  
[www.americanbakeryexpo.com](http://www.americanbakeryexpo.com)

### MAY 2010

National Restaurant Association Show, Booth 1672  
May 22-25  
McCormick Place, Chicago, IL  
[show.restaurant.org](http://show.restaurant.org)

### JUNE 2010

Summer Fancy Food Show, Booth 4440  
June 27-29  
Jacob Javitts Convention Center, New York, NY  
[www.fancyfoodshows.com](http://www.fancyfoodshows.com)

### SEPTEMBER 2010

International Baking Industry Expo  
September 26-29  
Las Vegas Convention Center, Las Vegas, NV  
[www.bakingexpo.org](http://www.bakingexpo.org)