



## Press Release

### **Whitlam Label Company acquires Delta Labels, a manufacturer of pressure sensitive labels.**

**Center Line, MI (December 11, 2003)** – Whitlam Label Company, an industry leader in **Engineered Identification Solutions™** for the automotive, durable goods, and food & kindred product industries, announced that it had acquired the assets of **Delta Labels**, of Mount Clemens, MI. Terms of the transaction were not disclosed. Delta Labels, founded in 1990, provides graphic labeling solutions to the food, nutraceutical, automotive and industrial markets.

“The acquisition of Delta Labels brings to Whitlam a wealth of experienced and talented people servicing a diversified customer base,” said **Kevin Hayes**, Executive Vice President of Sales & Marketing and Whitlam Corporate Development. “The addition of Delta Labels extends and augments Whitlam’s graphic labeling capabilities and barcode related products and services. Whitlam also inherits several strategic distribution partners who service customers in our current markets and several new markets.”

“We look forward to being part of Whitlam’s ongoing success in the high performance labeling industry,” said Delta President **Dan Sanner**. “Their engineering capabilities, commitment to ISO/QS/TS certified quality processes and world class R&D facility will enable us to offer an expanded value proposition for our customers.”

“Whitlam will bring Delta’s customers a disciplined innovation process as evidenced by our Tag & Label Manufacturing Institute (TLMI) awards the past two years,” said Whitlam President **Rick Shaieb**. “Our new Delta customers can expect quick turnarounds, superior quality and aggressive cost deflation initiatives which have made Whitlam a leader in the highly competitive labeling industry.”

*Whitlam Label Company is a manufacturer and marketer of Engineered Identification Solutions™, with products including highly innovative labels, UL/CSA certified solutions, printers, ribbons, barcode software and consulting services. Founded in 1957 with origins in food-service labeling, Whitlam is headquartered in Center Line, Michigan. The company has since grown into a key Tier I and Tier II supplier to automotive industry customers such as General Motors, DaimlerChrysler, Toyota, Ford and many Fortune 1000 manufacturers.*

For more information on Whitlam, please visit the Internet website at [www.whitlam.com](http://www.whitlam.com), or contact Marketing Communications Manager, Kim Crabtree.

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