



PRESS RELEASE:

Whitlam Label Company announces "PRINT & COMPLY FAST" Program

Center Line, MI (June 14, 2004) – Whitlam Label Company, an industry leader in **Engineered Identification Solutions™** for the automotive, durable goods, and food and kindred product industries, announces our **"PRINT & COMPLY FAST"** Program!

Whitlam now offers a low-cost printer and software package with **pre-loaded label-design templates**, allowing the end user to thermal transfer imprint shipping, barcode, service labels, and/or variable information internally.

This program is targeted toward customers who have various, small volume imprint needs. It enables the customer to imprint orders on demand, without having to go through the arduous task of creating a purchase order/requisition, placing the order with the vendor, waiting for the order to be processed and proofed; and finally to be produced, packaged, and shipped. The savings in company overhead is tremendous!

Benefits of this program: Print on demand; no missed deadlines; no rush charges for expedited orders; no more expedited shipping expenses; and over-all, company-wide cost savings! Whitlam can ship the authorized service labels and/or preprinted master labels for imprinting within 24-48 hours. Whitlam offers a "One-Stop Shop" service, anything from hardware to accessories to printer service/warranty programs.

APPLICATIONS:

- Product Identification
- Service Parts
- Shipping Labels
- Compliance Labels

PACKAGE INCLUDES:

- Thermal Imprint Printer
- Software
- Pre-Loaded Authorized Service Template(s)
- Ribbons
- Pre-printed (with logo) Automotive Service Labels

"Whitlam's strength in understanding our customers' applications and requirements spans across preprinted and on-demand label applications. We are continuously looking to improve our products and services based on customer requirements," said **Kevin Hayes, Executive Vice President of Sales and Marketing**. "Whitlam has expertise in blending material science, printing technology and commitment to excellence that builds and maintains long-lasting relationships with our customers!"

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, Whitlam is headquartered in Center Line, Michigan, and has grown into a key Tier I and Tier II supplier to automotive industry customers such as General Motors, DaimlerChrysler, Toyota, Ford and many Fortune 100 industrial manufacturers.

For more information on Whitlam, please visit the Internet website at www.whitlam.com, or contact Marketing Communications Manager, Kim Crabtree.

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