



PRESS RELEASE:

Whitlam Label Company announces expanded label offerings for Security Applications

Center Line, MI (April 12, 2004) – Whitlam Label Company, an industry leader in **Engineered Identification Solutions™** for the automotive, durable goods, and food and kindred product industries, announces expanded label offerings for Security Applications.

OFFERINGS:

Tamper-Cuts • Tamper-Evident • Destructible Material
Holograms • UV Indicator • Void Patterns • Micro Text
Microtaggants • Permanent Label Masks
Embedded Images • RFID

APPLICATIONS:

Using cutting-edge technology, Whitlam **Engineered Identification Solutions™** can assist the development and manufacture of tamper-evident security labels. We offer a series of redundant embedded security features to assure cradle to grave component traceability and minimize counterfeit liability. While there are infinite applications these products may apply to, some examples are: auto and aircraft parts, consumer electronics, credit cards, passports, ID's, software, food and beverage, computer, sports equipment, apparel, and pharmaceuticals.

"Whitlam's strength in security applications spans across preprinted and on-demand label applications. We offer Advanced Security Features (ASF) which provide ultimate protection by deterring duplication, counterfeiting or theft," said Kevin Hayes, Executive Vice President of Sales and Marketing. "Our secured inventory management and controlled distribution services are designed for complete product security requirements, including secured press and rewind areas, surveillance cameras, caged areas for materials, and vaults for artwork and printing plates."

The types of customers trusting Whitlam with their engineered security solutions include:

- Automotive OEM's and Tier I Suppliers
- Federal and State governments
- Electronic Component Manufacturers
- Consumer Packaged Goods Manufacturers

"Several of the largest manufacturers in the world trust Whitlam to support their product identification and supply chain security requirements," said Kevin. "These programs are at work 24 hours a day on a multi-national basis."

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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