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Inland Label Continues to Succeed with Hallcrest Thermo-chromic Inks; Earns Graphics Excellence Award from PIW

Glenview, IL – August 23, 2010 — Print Industries of Wisconsin has recognized Inland Label for their most recent successful innovation project which included the utilization of thermo-chromic ink on a pressure sensitive wine label. The label has a hidden message “Natural Wines,” that appears when the wine reaches ideal cold drinking temperature.

Thermo-chromic inks are nothing new to Inland as they have successfully implemented the ink on other labels, most notably on Coors Light’s Blue Mountains. This is the first time that Inland has successfully used Hallcrest (www.hallcrest.com) thermo-chromics on Pressure Sensitive labels and is also the first wine label to utilize the color change technology.



“The response to the new “thermal” labels on our rosé and white wines has been outstanding.” said Caroline Brownstein, Director of Sales & Marketing – North America for Domodimonti Società Agricola Winery. *“Inland has definitely enabled our wines to stand out on the shelf! Our importers and distributors along with our customers are all extremely impressed with the quality and originality.”*

Inland received an Award of Excellence in the Innovation category from the Print Industries of Wisconsin’s annual Graphics Excellence awards for the thermo-chromic wine labels produced for Domodimonti.

Inland Label has over four decades of label printing experience, printing high quality labels for some of the largest consumer brands. Inland currently produces over 20 billion labels annually for the beverage, food, and consumer product markets. Their product offering includes Cut and Stack, Pressure Sensitive, Roll to Roll, Injection In-Mold and Blow Mold labels. For more information about Inland Label, visit www.inlandlabel.com.

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LCR Hallcrest the International leader in Color Changing Temperature Indicating Technology and Graphics specializes in the micro-encapsulation of liquid crystal compounds and the development/manufacturing of products, inks, dyes and paints that change color.

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