

## **Labeltronix Wins Five Medals in Flexography Competition**

Orange, CA – Labeltronix took home the most gold medals in the 2011 Excellence in Flexography Awards, Narrow Web Category. The results of the national competition were announced earlier this month.

Labeltronix was honored with three gold awards, one silver and one bronze. Judges recognized Labeltronix-produced wine and nutraceutical labels.

Sponsored by the Flexographic Technical Association (FTA), the competition showcases flexography's most impressive work. Labeltronix, a leading provider of printed labels, received praise from the judges, ultimately landing five medals, more than any other participant in the narrow web category.

"Winning three gold medals—and other awards—demonstrates that we hold ourselves up to the highest standards when we print labels for our clients," says John Trail, president of Labeltronix.

The labels that won are:

- Gold Award for Screen, Uncoated – Trinitas 2008 Mysterium California Red Wine Label
- Gold Award for Process, Uncoated – Eagle Castle 2009 Chardonnay Label
- Gold Award for Process, Metalized – NLN Chocolate Banana Lean Pro Matrix™ Label
- Silver Award for Process, Uncoated, South Coast Winery 2008 Wild Horse Peak Mountain Vineyards Label
- Bronze Award for Process, Film – Ruby Cuvée Temecula Valley Sparkling Syrah Label

The awards showcased Labeltronix' innovative technology, which includes "high-definition flexo" color printing that produces photo-quality labels. The color on these stunning labels has a "real-life" look.

"We are the first—and only—label printing business in the country capable of delivering this premium quality on every order, every day," says Trail. The decision not to charge extra for the upgrade in quality since it was introduced in 2009 is in keeping with the company's Lean Labeling® philosophy.

"One of our bedrock goals is to produce the highest quality labels available in the market while using Lean Labeling, which produces those labels at a cost and delivery that can't be beat," Trail says.

"We go for the gold on every project," Trail says. "That attitude is reflected in our ISO 9001:2008 certification, which we earned last year. It's the standard of excellence we continue to maintain for ourselves, whether we are entered into a competition, or not."

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### **About Labeltronix**

Since 1993, Labeltronix creates winning solutions for consumer product manufacturers of food, wine, medical, medical device, nutritional, cosmetics, automotive, and personal care products. As Southern California's leading provider of labels, labeling systems and supplies, service and technical support, Labeltronix routinely wins awards for its HD Flexo and digital labels. The originator of Lean Labeling®, a better way to create, buy and manage labels, Labeltronix received its ISO 9001:2008 certification in 2010.

### **About the FTA**

Chartered in 1958, the Flexographic Technical Association (FTA) is a professional society dedicated to bringing together all members of the flexographic printing community—printers, suppliers, consumer product companies, institutions, prepress houses and others—by providing opportunities for the free exchange of technical ideas and discussion of mutual concerns. A proponent of maintaining and advancing quality standards, the association includes 1,750 member sites that represent more than 1,300 companies and 60,000 individuals.