

Quick Changes

News From

Diversified *Innovative* Products Co.

Volume 21, Issue 1 - Spring 2010

NEW & IMPROVED PRODUCTS!

NEW

Drip tray for Delta Industrial press

Liner (for manufacturers' pan) for MPS EF330 press

Retainer and liner system for Omet VaryFlex 520 press

Drip tray for Gallus EM510s press with enclosed doctor blades

Ink scraper

Rubber stopper with hook

Rubber stopper with 45 degree angle

Large drain rubber stopper

Large drain corrugated hose

IMPROVED

Added splash flap to MAL4120-16 liner

on the inside!

- Website Makeover
- NEW Paper Ink Scraper
- Trivia
- Employee Spotlight on Mike Smith
- New Product Spotlight

on the back:

- Payment Policy Reminder
- Shipping Guidelines
- Team Members/Contact Information

DIP Company Still Solid in 2010!



In years past, the flexographic industry has proven remarkably resilient in tough economic times – not in 2009. We, at DIP Company, felt your pain last year with all of the layoffs and reduction in business noted. Like many of you, we were slightly down in business last year and worked hard to reduce our expenses and cut overhead. As a result, we are as strong as ever and **will not be increasing prices in 2010**. That means we have held our prices for three straight years! How many of your other vendors can say that?

We understand that, at times, you are trying to survive and we are proud to be helping you do just that. With this in mind, we are soliciting testimonials and suggestions from customers like you in exchange for a **FREE CASE OF LINERS!** Here's the deal...

1. We Want Your Testimonial

Go to our website, send us an email, or fax us your testimonial (50 - 150 words). Tell us how you save money, time, or resources when using DIP Company products. Send it with your next order (of plastic pans or paper pan liners) and you will receive one FREE case of liners! In exchange for your free case of liners or pans we ask for your permission to use your testimonial in our future marketing campaigns or newsletter articles.

- OR -

2. Let Us Help You Problem Solve

Tell us about an ongoing problem that takes time and effort to clean up or solve (50 - 150 words). We not only might be able to help find a solution to your problem, but you will also receive one FREE case of pans or liners.

Hopefully, 2010 will see the economy turnaround. We are happy to save you time and money every day in the meantime!



Trivia Q&A

The Month of March

Website Makeover

We recently redesigned our website, giving it a fresh new look! DIP Company strives to maintain an e-commerce site that is a convenient and easy tool for you use.

All the features you have come to love are still available along with some new and improved features. When you login to your account, you can see all your past orders to help with future orders.

We have added a new menu at the top of the website with our updated catalog menu along the left side. The top navigation bar will provide you with a wealth of company information along with:

- Current Promotions
- New Products
- Current and Past Newsletters
- Instruction Sheets
- Frequently Asked Questions
- Tips and Tricks
- Product Demo Video
- Staff Contact Information
- Cost Benefits Section
- Credit Application
- Return Policy
- Related Links in our industry



For your security, we are no longer accepting credit cards online, but we can keep your credit card on file at our corporate office. We also gladly accept purchase orders. If you want to set up an account with us, just fill out the credit application online and either email or fax it to us. We issue prompt approvals, allowing you to place an order right away.

You can still visit our website at www.dipworldwide.com. If you have other features you would like to see added to our website, please feel free to email your requests to csullivan@dipworldwide.com.

Tip: If you have any problems viewing our site, make sure you are on the most recent version of Internet Explorer, Firefox or whatever method you use to surf the Web.

NEW! Paper Ink Scaper

In our continuing efforts to assist in our customers' efficiency, DIP Company has recently added a new paper ink scaper to our catalog of time-saving products. This wedge-shaped ink scaper can be used to get ink out of those hard-to-reach corners, making your cleanup faster and easier, saving you time and money. You'll find one of these new scrapers attached to this newsletter. Please contact your sales relationship manager for pricing and part numbers.



1. In the original Roman calendar which month was March?
a. third b. first c. second d. fourth
2. Which of the Roman gods is March named for? (One word) _____
3. What is considered the flower for March?
a. pansy b. crocus c. daffodil d. violet
4. March has more than one birthstone. True or false?
5. Which of these occurs in March, a **solstice** or an **equinox**?
6. Complete this saying 'Mad as a March _____'
7. There are several other sayings about March, perhaps the best known is 'March comes in like a lion and goes out like a _____.'
8. Caesar was told 'Beware the Ides of March'. On what date are the ides?
a. 13th b. 19th c. 15th d. 3rd
9. When are the first three days in March considered unlucky?
a. When the wind blows strongly
b. When rain falls
c. When the sun shines
d. When it is unseasonably warm

ANSWERS

1. (b) March was originally the first month, but when Julius Caesar reformed the calendar it became the third month.
2. Mars. Mars was the Roman god of war.
3. (d) The jonquil is also considered a flower for March.
4. True. Chalcedony (bloodstone) and aquamarine for courage.
5. Equinox. An equinox is when day and night are the same length.
6. Hare. The behaviour of hares in the breeding season gave rise to the mad March hare saying.
7. Lamb
8. (c)
9. (b) If rain falls during the first three days in March it is supposed to foretell a bad harvest. Some superstitious farmers wait until the fourth of March before sowing crops. These days are known as 'blind days'.



Employee Spotlight on Mike Smith



In this edition of *Quick Change*, we are spotlighting Mike Smith, Senior Engineer for DIP Company and IMC.

Mike joined DIP Company in 2004. He is responsible for the design of all new products as well as modifications to existing products. He also helps IMC with production needs including designing jigs and fixtures, implementing

processes, analyzing cost saving measures and helping to find and manage vendors.

Mike lives on the western slope of Colorado in the small town of Paonia with his wife Kerry and three children, Logan (9), Adam (7) and Piper (4). Mike's parents have a cattle ranch just three miles from Mike's home, where he grew up, and he and his family enjoy helping out on the ranch.

Kerry is a stay-at-home mom who stays active volunteering at the school and shuttling the children back and forth to activities. Kerry grew up in Kansas City, so adapting to life in



a small town has been enlightening and frustrating... but almost always entertaining.

Mike and Kerry like to garden and in

preparation for winter, can a good deal of food from their garden and local orchards. They also enjoy hiking, skiing, fishing, soaking in the local hot springs pools, and the occasional getaway to the "big" city.

Mike considers his family to be the most important part of life. He says raising children is an

awesome, challenging and rewarding responsibility to be given and can't think of anything else he would rather be doing.



NEW PRODUCT SPOTLIGHT

Omega Digicon Series 2 Liners

Over the last few years, we have had more and more requests from our customers for a *Quick Change* Ink Fountain System for the finishing equipment that converts product produced on digital printing presses. Many labels produced on digital labeling equipment need to be finished on another piece of equipment. They are sometimes treated or coated with different types of laminates.

DIP Company introduces a new liner system for Omega Digicon series 2 presses. This new liner system is an addition to the liners we have made for earlier Omega Digicon presses.

We now have a paper pan liner without a drain hole that fits right into the manufacturer's metal ink pan or a metal retainer/liner (with a drain) that replaces the manufacturer's metal ink pan on the press.

If you own or are considering the purchase of an Omega Digicon finishing press or have other digital label finishing equipment you would like a liner for, please give us a call today.



DIP CO. Team Members



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Colleen Sullivan
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Miles Johnson
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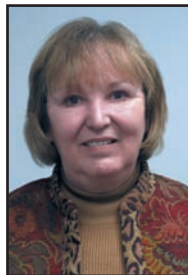
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Kevin Kiefer
IMC General
Manager



JoAnn Bohn
Finance Manager



Vickie Mead
Customer Service



Ronda LaDart
IMC Office Manager



DIP CO. PAYMENT POLICY

- Freight is not a discountable item. Discount is on the subtotal of PRODUCT only.
- 1.5% finance charge will be calculated on invoices over 60 days.
- 1% discount will ONLY be given on invoices paid within 10 days - 1% 10/Net 30.
- If an invoice reaches 70 days past due, any further shipments will require approval from your DIP Sales Relationship Manager.
- Invoices over 90 days may be turned over for collection.
- Customers with balances over 120 days will become a prepay only account.

SHIPPING GUIDELINES REMINDER

DIP Company would like to thank you for your continued business and remind you of our shipping guidelines. Often, we are able to process orders within a day or two of customers placing them, but we have been extremely busy lately and have been using the allowed time within our guidelines.

SHIPPING GUIDELINES:

- 1-5 cases will ship within 3 business days upon receiving the order.
- 6-15 cases will ship within 5 business days upon receiving the order.
- 16-50 cases will ship within 10 business days upon receiving the order.
- 50+ cases will ship within 10 - 15 business days upon receiving the order.

Please consider these guidelines and the standard shipping time to insure you don't run out of product.

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Ronda LaDart

IMC Office Manager

If you know someone who would like to receive a copy of our newsletter, let us know and they will be added to our mailing list.

Visit our web page and order on-line!

www.dipworldwide.com



Run Your Presses as Fast as You Can!