

DIP CO. Team Members



Mark Thompson
President



Theron Johnson
Sr. Vice President



Miles Johnson
National Sales Manager



Colleen Sullivan
Sales Relationship Manager



Tim Schneider
Sales Relationship Manager



Michael Smith
DIP Engineering Services



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.

Diversified Innovative Products Co.

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www.dipworldwide.com

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Theron E. Johnson
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General Manager Western
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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

Quick *Changes*

News From

Diversified *Innovative* Products Co.

Volume 23, Issue 2 - Summer 2011

NEW & IMPROVED PRODUCTS!

NEW

Liner for MPS EF410 (16") press to fit in MFR pan

Wiper set for Nilpeter FA4 press

Retainer and liner system for Rotoflex Vericut 2 press

Retainer and liner system for Mark Andy 13" and 17" Performance Presses

IMPROVED

Improved fit of liner in retainer for WL650 & WL750 liners

Increased diameter of mounting holes on MAR4122-10 and 16 Retainers



DIP Company Develops Pans in Partnership

About 6 months ago MPI requested us to make disposable pans for the new Mark Andy Performance Series Press. They said it would be perfect for the "quick change" system Mark Andy is trying to implement with the Performance Press line. We agreed. There was a problem, however, the OEM pan has bearing holders mounted inside the ink pan to hold the metering roller. As we could not cut around the bearing holder and still keep ink in the pan, we turned to Mark Andy for help.

Mike Smith, DIP Company's engineer, worked with Jeff Feltz, Director of Project Management at Mark Andy. After sharing ideas, we exchanged drawings. We also had MPI look at the drawings and we all agreed conceptually to a design. Basically, we machined removable bearing holders that slide-lock into place over the liner (hooking solidly into place on the side of the stainless steel retainer), keeping the metering roller in place but not allowing ink to spill out of the pan. We made prototypes for Mark Andy, MPI and WS Packaging to test. The pan, stainless steel retainer and bear holder combination worked great!

As a result of this successful collaboration with MPI, WS Packaging and Mark Andy, we developed one of the fastest selling products we have ever launched. Our pans are now running on several Performance Presses in 2 widths at 5 different plants and the operators love them. We sold out of our initial stock almost immediately, but not to worry as we have them in stock now.

DIP Company would like to thank Mark Andy, MPI and WS Packaging for their input, ideas and feedback in all phases of the testing process. Their input allowed us to quickly respond to a need in a way that compliments this remarkable press. You can see the pans on press at Mark Andy in their demonstration room. If you have a Performance Press, call you sales rep and we would be happy to send you a trial kit. You won't be disappointed.

on the inside!

- Website Update
- Customer Testimonial
- Employee Spotlight on Vickie Mead
- 2011 Price Adjustments
- New Product Spotlight: Webtron 650 and 750 Presses

on the back:

- How Can We Better Serve You?
- Team Members/Contact Information
- Shipping Guidelines



Washing ink down the sink makes the water hard to drink.

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952-888-5991

How we can serve you better - Website Update

DIP Company has recently updated the shopping portion of our website. We strive to maintain an online website that is a convenient and easy tool for our valued customers to use.



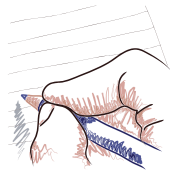
All the features you have come to love are still available along with some new and improved features. We have added a feature to allow you to store your shipping account preference within your account. Past orders will be available for viewing and reorders. Our catalog can be viewed in a grid or list option, whichever you prefer. You can compare products or even zoom into the smallest detail of a product.

For your security we don't accept credit cards online, but we can keep a credit card on file at our corporate

office. We also gladly except purchase orders. If you are new and want to setup 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 send us your requests at csullivan@dipworldwide.com.

Customer Testimonial



"We have been using Diversified Innovative Products for about 20 years. The cleanup time with the fountain liners saves 50% of the job changeover time. We are spending more time on producing labels and less time cleaning up messes.

With today's customers keeping fewer inventories, the turnaround time for producing labels is down to nothing. We have a 30% increase in efficiency when using Diversified Innovative Products.

American Tape & Label, Greg Sivetts

Employee Spotlight on Vickie Mead



"Good morning, DIP Company, this is Vickie". This is how Vickie has begun each day on the phone for the last six years. She loves taking the orders and talking to our many customers worldwide.

When away from the office, she shares her townhouse with her standard apricot poodle, Cutter Z, and "little girl" kitty, Pepper. When Minnesota weather allows, she works on her rock garden path and likes to find unique pieces to add a little whimsy. Her other activities revolve around volunteering on her homeowners association, where she has been a board member for many years (likes to know where the money goes).

An avid reader, Vickie usually has 3 books going at one time. She likes staying aware of the political climate in our country and is a C-Span junkie (likes to know where her money goes there too). She hopes to have many more years helping DIP's valued customers and looks forward to your next call.

2011 Price Adjustments

It is never pleasant to inform our customers of pricing adjustments. DIP Company has and will always do our best to find ways to cut our costs and eliminate waste in our manufacturing and selling processes, but unfortunately we will be adjusting some of our prices this summer. **Effective August 1, 2011 new pricing will be in effect. You may call or email us to request a new price list.** New pricing should be available to you by July 1, 2011.

Going against the grain is not easy, but with pricing that is what we have tried to do over the years. Even though we have sometimes experienced multiple raw material increases each year, the DIP Company has had only one price adjustment over the past six years. Our last price adjustment was back in the summer of 2007. So we are working and will continue to work to bring you high quality, cost saving products that help you run your flexographic printing equipment faster and cleaner with less downtime between printing jobs.

If you really think about it, how many of your other vendors can make this claim of one price adjustment during the past six years!

We call this a price adjustment as we will not be raising the prices of our ink fountain pans and liners with an across-the-board increase. Some items will have a moderate increase while others will not change. A few of the prices may even drop a bit as we are working on bringing all of our pricing in line with one another according to the press size and the different features that are built into the liners and pans. Sales volume for each liner has a bearing on the pricing too.

If you have any questions regarding your new pricing, please call our home office or your Sales Relationship Manager and we will do our best to answer any questions you may have. We hope we can come to you next year with the good news that we will be holding our prices and not have any further increases. At the DIP Company, we are always working to earn your business each and every day.

NEW PRODUCT SPOTLIGHT

Webtron 650 and 750 Presses

Liners and drip trays for the Webtron 650 and 750 presses continue to be one of our best selling products. We had requests from a few customers to look at the fit of the liner in the metal retainer. They were complaining that they were having trouble with ink coming out of the liner around the anilox roll. We looked into it and were able to increase the clearance between the liner and anilox roll. We started shipping the modified liners for the WL-750 the first part of the year and will start sending the modified WL-650 liners shortly.

It is through your suggestions that we can make our products better. If you aren't already using our "Quick Change" retainer and liner system and drip tray on your Webtron 650 or 750 presses, give your Sales Relationship Manager a call to get started and join the numerous customers that are already using these products.

