

# Quick *Changes*

News From

Diversified *Innovative* Products Co.

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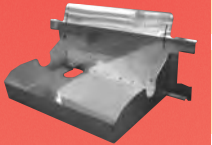


## NEW & IMPROVED PRODUCTS!

### NEW



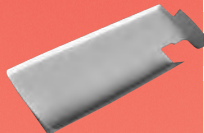
Aquaflex ELS 16" retainer and liner system



MA XP5250-10 retainer and liner system



Webtron 650/750 Drip Tray (DTW-9014) with low profile



Nilpeter FB3300 splash guard

Aquaflex 28" FPC Drip Tray



Pour Spout (PSPOUT-01) for wide-mouth bottle



Push-on bottle filter (PBF-02) for wide-mouth bottle

### IMPROVED

Moved out front of liner and retainer for Omega Digicom 13"



Improved fit of Comco ProGlide 16", 18" and 22" liners in retainer

Added baffle to ROTO-L3516 liner

## on the inside!

- A New Generation Learns About DIP
- 2009 Desk Calendars
- The Shipping Cost Dilemma
- New Product Spotlight: Comco Products

### ON THE BACK:

- Payment Policy Reminder
- Team Members/Contact Information
- "Stock Up & Save" Special Offer

## Labelexpo 2008 Review & Recap



We would like to thank all of you who stopped by and shared a few moments of your time at this year's Labelexpo 2008 in Chicago, September 9-11. We were blessed to have the opportunity to visit with many of our longtime and new customers along with the many

folks that are just now finding out about DIP Company products. It is always nice to match a face with the voice we've come to know so well over the phone. We had quite a few folks come to our booth for the first time after they'd seen our liners running on several presses in the press manufacturer's booths. We feel fortunate that our *Quick Change* Ink Fountain Liner Systems have become more of an industry standard as each year passes.

We had some time to relax and chat with our customers as they sat and rested their feet on the foot massagers in our booth. To be honest, it helped our weary "show legs" too.

We displayed many of our products which have been around for years, along with new pan liners for numerous new presses seen at the show. As always, our goal is to design and manufacture cost effective products that help eliminate unnecessary downtime and lost production time associated with messy ink fountain and drip pan wash-ups. We played a video demonstrating how quick and easy it is to use our *Quick Change* Disposable Liner Systems. It was fun to see the reactions and hear the comments from those who watched the video. Many who didn't know about our pan liners said "Is it really that easy?!" Now it's our job to prove to them just how easy it really is.

Along with several new pan liners we had a few new accessory items in the booth this year. *Continued on page 3*

## Another Generation of DIP Company Employees Learns about Efficiency in Printing

By Theron Johnson



I have tried to explain to my six year old son and eleven year old daughter what we at DIP Company make and how it works. I tried to explain a flexographic printing press to them and how our pans work, they didn't get it. So, when we went on our summer vacation this year, I decided to take them to a flexo shop and let them see for themselves. Maybe they would understand what "Dad does".

While in San Francisco for 5 days we visited Dolphin Press in South San Francisco. Dolphin Press has been in business for over 30 years and is owned by Gary Swanson. As they sell labels to the trade, being efficient is extremely important. They have used DIP Company *Quick Change* Ink Fountains for over 15 years on their Mark Andy 2100 and 2200-10" presses.



Gary was very kind to let us in so that my children could see a press in operation and watch our *Quick Change* Ink Fountains in action. We did exactly that!

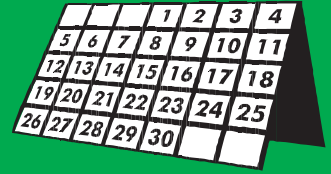


Raina and Rider talked all the way to Dolphin Press, still trying to figure out what it was we were going to see. Once we arrived, they were shown around the press room and were very quiet. Gary and I asked them if they had any questions while we were watching the press run. They were silent and had no questions.

We concluded our trip and headed back to the city and once again they came to life in the car. Not asking me questions, but coming up with reasons why using "Dad's pans" is a good thing. Among the things they came up with on their own were: If you don't have to wash pans, your job is easier; if you don't have to wash a pan, it saves time; if you don't have to wash pans, you don't have to get dirty hands; if you don't wash pans, you save water and don't make it dirty; and my favorite, if you don't wash pans you can get home to your children earlier at night to play with them.

After a visit to a flexo shop, in fifteen minutes my children figured out many reasons why our customers like our *Quick Change* system so well. I guess I need to work on my explanation skills!

## Look for Your 2009 Desk Calendars!



If you've been looking for your new DIP Company desk calendar - you won't have to wait long. In November we will be mailing the 2009 calendars. Hopefully, these will be a reminder to you of how much we value and appreciate your business throughout the year.

**We look forward to serving you in 2009!**

### Holiday Greetings

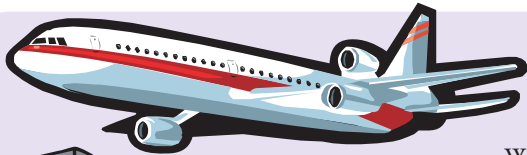
*As the holiday season approaches, we think about all we are grateful for. Our relationship with our customers, friends, and business associates is one thing we treasure.*

*All of us at Dip Company and IMC are very thankful for the opportunity to work with you and would like to wish you all abundance, happiness, and peace in a New Year filled with hope. Happy holidays!*

## Labelexpo 2008 Review and Recap - *continued*

We featured a couple of items for the newer wide-mouth ink bottles that are becoming more prevalent among ink manufacturers. We showed a new wide-mouth pour spout that helps feed the ink to the pan better and keeps things cleaner around the edge of the bottle opening.

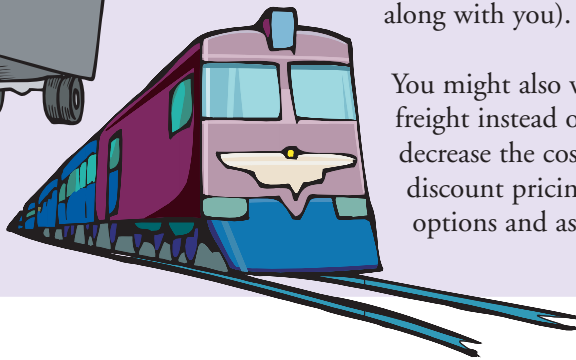
We also have a new wide-mouth push-on bottle filter (PBF-02) that helps filter the ink as it is poured out of the bottle. All of our accessories make the pressmen's day run smoother and cleaner increasing their productivity. If you would like a free sample of any of our accessory items please give us a call.



## The Shipping Cost Dilemma

Whether it's our personal cost of fueling our vehicles or the business cost of shipping to receive product - our bottom line is impacted by the rising fuel rates. When shipping prepaid, we compare rates to ship your product the "best way". But, your Company may want to compare shipping using your own account with your preferred freight carrier. The largest increase in rates is applicable to shipping air for next day or second day delivery (and we "cringe" right along with you).

You might also want to consider increasing your per order quantity and shipping freight instead of ground to take advantage of lower freight costs. This could also decrease the cost of the product by allowing you to take advantage of our case discount pricing. We will be happy to help you compare the various shipping options and assist you in increasing your bottom line.



## NEW PRODUCT SPOTLIGHT

### Comco ProGlide Liners

You asked and we listened. Several of our customers mentioned that our liner didn't fit our retainer for the Comco ProGlide 16", 18" and 22" presses well. We looked into it and agreed. The liner had a tendency to buckle, especially around the metering journal cutouts. We redesigned the liner to solve these problems. We encourage you to give our *Quick Change* system another try if you're currently not using *Quick Change* liners on your Comco ProGlide. Our *Quick Change* system can be used with either our very popular C2000 wiper or the wiper system that originally came with the press. In addition, we have liners that fit into the manufacturers metal pans that came with the presses for the ProGlide 10" through 26" models, along with the liners that work with our stainless steel retainers. Finally, we have a liner for the metal pour guide that came with the press.

Please contact your Sales Relationship Manager if you have any questions on these products or have any changes you would like to see. It is through your suggestions that we can make our products work better for you.



# DIP CO. Team Members



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Sales Relationship  
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**Kevin Kieffer**  
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**JoAnn Bohn**  
Finance Manager



**Vickie Mead**  
Customer Service



**Ronda LaDart**  
IMC Office Manager

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of current  
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## 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.

## STOCK UP & SAVE

Our Stock up promotion we ran last winter was such a hit we have decided to offer it again. Which makes this the perfect time to stock up and save some money. We will be running the promotion until December 31st. If you did not receive our promotional card, please call your Sales Relationship Manager or check out our website for the details. As a reminder, you must request the promo to receive the free product.



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IMC General Manager

**Ronda LaDart**  
IMC Office Manager

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Run Your Presses as Fast as You Can!