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FOR IMMEDIATE RELEASE

Shipping, Warehousing and Logistical Firms Can Now Print in Color, Using No Ink or Ribbons. RevealPrint® Revolutionizes the Direct Thermal Label Industry

EASTON, PA, October 11 – Virtual Graphics LLC, based in Easton, PA has introduced patented technology, RevealPrint®. This new technology revolutionizes the way industries currently utilize direct thermal labels. Companies are able to print direct thermal labels with variable information - in color – without using ink or ribbons, they can use this technology to color code items in a warehouse with just one label, no more pre-printing and storing multiple sku's. Printing variable information, on demand, in color without using ink or ribbons has never been available before.

“It's just a better way to print”, said John V. Guzzo, Founder/CEO of Virtual Graphics LLC. “Our technology uses a totally different mechanism than the traditional Leuco Dye based thermal chemistry.”

RevealPrint® takes the Direct Thermal Label Industry to a whole new level. If printing in color without using ink or ribbons wasn't enough, RevealPrint® Labels also never fade or yellow, unlike traditional thermal labels.

If companies already use direct thermal labels (shipping, inventory, pallet labels, etc.) they can now use a brightly colored message on the label to attract attention or to specify important information to customers or employees.

RevealPrint® technology can be applied to any pressure sensitive label application, from incoming warehouse stock labels, shipping labels, POS tape and all label applications in between.

Produced and manufactured in our Lehigh Valley facility.



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