



FOR IMMEDIATE RELEASE

Open House, Franklin/Trade Graphics, LLC
July 30, 2003

OPEN HOUSE A SMASHING SUCCESS

First Class at 16,000 IPH

Over 250 guests visited us for a guided tour of our completely renovated facility today, featuring our Mitsubishi Diamond 3000 series presses running at 16,000 impressions per hour.

Ben, Billy and Stanley Were There

After handing over their car keys to our valet service, our visitors were greeted at the front door by Benjamin Franklin look alike, Lucky Forno, then introduced and welcomed by Peter Dunne, FTG President, and handed name tags by welcoming committee staff members, Linda, Carrie and Carol.

Beverages and hors d'ourves were followed by individual photos with Billy the Marlin, Team Mascot for the Florida Marlins Baseball Club and Stanley Panther, Team Mascot for the Florida Panthers Hockey Team.

How We Started the Tour

Each of our Account Executives hosted small groups of 4-10 persons, leading them our facility. First stop was Estimating Department, where Erica Fischer explained our techniques, forms we use, and order entry procedures.

Then We Explained The Work We Do

The way we can help our clients with creative services and capabilities were discussed by Leslie Day, Art Director. Processes and work flow were VP Mike Barber's duties as he showed visitors our production control board and accumulation of computer shop floor manufacturing data, materials and press monitoring software.

Prepress manager, Brian Shever, helped our guests understand the color management digital workflow (CIP4), support graphics and imposition software in MAC/PC platforms. High tech color scanning as well as proofing options available to customers was demonstrated with the HP 5000 and our highest quality Fuji FinalProof dot proofer. Traditional camera and stripping rooms were also visited.

Next on the tour attendees saw our automated and first in the Miami area, direct to plate (DTP) processing system, shown by Orlando Alvarez. Orlando, our QC Manager, also explained QC procedures.

If You Want to Eat on the Floor, Go Ahead

As excitement gathered momentum, guest's mouths opened wide when they stepped into our pressroom, and saw perhaps the cleanest printing facility east of the Continental Divide. All were impressed at the look of the spotlessness of the plant, but then came the eye popping glances at the shiny new presses, running wide open at whispering low levels of sound. Ponte Bank's Kevin McAlone remarked, "I never could have imagined how great this plant is!"

"I Never Saw Color so Good"

AE's Mitch Goldstein and Gene Dyer, alternated briefs on the sheetfed presses, explaining our closed loop color control system and how our presses operate. Hardly anyone knew of the cartridge ink system we use on the new Mitsubishi Presses, using state of the art, custom tacked ink from Wikoff Color.

Guests saw running on press an example of the new **VividColor (TM)** system, FTG's exclusive and proprietary six color printing methodology that reproduces color so vivid and brilliant, it surpasses normal CMYK technology by leaps and bounds (or at least one big giant step). VividColor was demonstrated by showing archived images from our own previous brochure, and then the same images were handled with our new technique. John Schmole said, "I never saw color so good!"

Sheets were printed on 100# McCoy text paper, furnished by XPEDX.

FTG does that that Kind of Printing, too?

Phil McCall, our production coordinator, who works primarily in our book manufacturing area, handled web press capabilities. Phil displayed samples of books we have produced and other items generated from rolled paper stock including stitched, perfect and case bound books. Guests saw live books being run on press, from double web rolls and folded in line.

We're not Finished Yet

Production Manager Hector Ugalde hosted for us in the bindery. He showed folks our many folders and some of the unique things our staff do, along with Double-Wiro and Spiral finishing operations, and highlighted bindery functions by showing brochures being stapled (we call it stitched), and books being perfect bound from the forms running in the Web pressroom previously shown by Phil.

Getting Hungry Yet?

Tour Directors (AE's remember?) then directed their groups to our **Fulfillment Building**. Undaunted by a rain shower, guests were protected by the overhead canvas, connecting the main plant building to the warehouse that supports our customers special requirements with storage, custom hand work, pick and pack operations, international shipping, specialized packaging, and even web based inbound and outbound client services. This department's manager, (and our very own special event planner) Grace Lagoudakis, then hostesses escorted our very special guests into *LeBistro*, FTG's hand work area converted miraculously into a dining room. Adorned with carnations, gardenia, cut flowers, potted plants, and palms, our guests enjoyed the ambiance of a fine restaurant in the middle of our industrial neighborhood. Food offerings were a delight to the palate and the eye, especially the carving station including roast pig. The desserts were delightfully bad for the waistline, but for one lunch, come-on, who cares?

Good Words and Goody Bags

Co-Chairman Bob Dunne and Jerry Alvarez thanked all those attending and briefed our guests on our future plans, mission and strategy, thanked our customers for attending and of course promised the FTG commitment to our customers that we have had for over eighty years.

Momentos for customers included their photos (taken with Ben, Billy or Stanley), special Franklin/Trade Graphics Measuring/Calculating Tool, Hot and Cold Beverage Tumbler, Post-It Note Dispenser, and always reliable T-Shirt, placed inside a gift bag, foil stamped and printed "FTG's, PMS Green".

Remarked guest Barbara Toscano, "This firm is a Bentley/Rolls Royce operation and there is no other in South Florida." Thank you for the good words, Barbara, and we hope you had as much fun as we did presenting our firm to you.