

## GlobalShop 2009 - Make Your Brand Sizzle

*March 23 -25 at Sands Expo in Las Vegas*

GlobalShop is billed as the world's largest annual show for retail design and in-store marketing solutions. Flower City Printing is exhibiting at the show in Booth #4640 located in the At-Retail Marketplace. We invite you to register online as our guest by February 23rd for **free admission** to the show:

<http://www.xpressreg.net/register/glsh039/start.asp?sc=273069>

While at GlobalShop please be sure to stop by our booth and fill out an entry form to win one of two iPod nanos we are giving away, and enjoy freshly baked cookies while you are there! For a complete list of seminars and events going on at the show go to [www.globalshop.org](http://www.globalshop.org) and click on the digital version of the Conference Brochure.



*Stop by FCP Booth #4640 and register to win an iPod nano!*

### The FCP Edge: Soft-Touch Coating Option

Are you looking for a different "feel" to your packaging or POS? We have an option you may be interested in. We recently ran a test using Soft-Touch coating and you have to feel it to believe it! The coating's texture can be described as leather-like or "rubbery" - it's smooth and supple with a luxurious matte appearance. Soft-Touch is an aqueous or waterbase coating applied in-line on press - no special treatment or processing is required. This specialty coating is a softer material so it will not provide high rub resistance like UV coatings, but for the right application it creates quite a tactile sensation! Contact your sales rep for a sample - feeling is believing.



We are proud to announce that Flower City Printing has been named a recipient of the **2008 Best Workplace in the Americas** award for the second consecutive year. This prestigious honor, sponsored by Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF), recognizes graphic arts companies for their outstanding human relations efforts which contribute to a successful workplace.

The BWA award reflects our commitment to provide a safe work environment and to create opportunities for advancement and financial security for all employees. Our goal, to exceed our customer's expectations, can only be achieved with a skilled, dedicated, and satisfied workforce. We appreciate the opportunity you have given us to not only do interesting work, but to build a business of which we can be proud.