

What's New at Flower City

- 102" cutting equipment to handle larger sheet sizes
- Custom-built poster rolling machine that maximizes efficiency at our kit-packing facility
- Additional kleen-stick machine for increased capacity
- Paper sheeting operation expanded with 63 x 81" paper sheeter installation

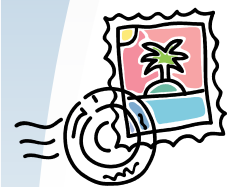
Innovation and Technology

- FCP's on-staff programmers developed the first-of-its-kind digital scheduling board for the pressroom and for paper sheeting. A third board is currently in development for our finishing operation to streamline our entire production workflow.
- Managing your collection of digital images is easier than ever with a customized digital asset management program with 24/7 access. Call us to learn more!



FCP's Digital Scheduling Board

USPS Proposes Price Adjustments for 2007



The Postal Service has filed a proposal to adjust postage rates in May 2007 to cover increasing operational costs despite a 2-cent increase in January of last year. The proposal calls for a 3-cent increase in the price of a First-Class stamp and a new "forever

stamp" that would be good for any future 1-ounce single-piece First-Class mail letter, no matter how prices may change beyond 2007. The most significant change however is the distinction between a flat piece and a dimensional mailer. Most in-home product samples are delivered through the USPS, and the rate change for these folding cartons could impact your business significantly. Our design staff is working closely with the USPS to develop packaging that meets the new size regulations and minimizes the rate increase.

Seven Remedies for Static Problems

Static is a naturally occurring condition this time of the year and we offer the following ideas:

1. Keep Static Guard spray at the moulder - fan the sheets and spray as you go.
2. Place a sheet of plywood, a poor conductor of electricity, at the bottom of the load.
3. Hang dryer sheets so they drag over the printed sheets as the exit the delivery. Place them as near the delivery as is practical.
4. Do not open the kraft wrap until ready to run.
5. Load no more than 50 sheets per lift, aerating them corner to corner immediately before running.
6. Place a humidifier nearby.
7. If possible, adjust the infeed suckers so they lift the sheet about 1/3" of the way back from the lead edge. Consider increasing/adjusting any air aimed at separating sheets.

Flower City Printing Wins Awards for Print Excellence

FCP won six awards (three gold, two silver and one bronze) from the 32nd International Gallery print competition produced by the International Association of Printing House Craftsmen (IAPHC).

Winners were chosen from over 2,100 entries submitted by printers around the world.

The six awards were classified within several different categories including point-of-purchase, labels, large-format and boxwraps; highlighting our expertise in a range of product types.

GlobalShop Exhibition March 7-9, 2007

The largest retail design and in-store marketing event of the year will be held at Sands Expo Center at The Venetian in Las Vegas, NV. Go to www.globalshop.org for more information!

Did You Know?

Lighter roast coffees have a higher caffeine content than medium roast or even espresso. Roasting burns the caffeine out of the bean, and the longer the beans roast, the darker they get. If you are looking for that morning caffeine jolt, order a light blend!

www.fcp.biz

Quality products, honestly represented. Expect nothing less.