

## What's New at Flower City

- 40" 6-color Planeta press with in-line UV coating - perfect for synthetics
- Large-format Epson inkjet continuous tone proofing system - high quality proofs at a lower cost
- CiP3 software installed on all presses to reduce make-ready time
- Finishing department automation and expansion
- 150,000 sq. ft. kit-packing facility expansion at Lee Road
- Additional paper sheeting capacity

## Innovation and Technology

- Flower City Printing occupies nearly 400,000 square feet of climate-controlled manufacturing, kit-packing, inventory and distribution space.
- We have on-staff programmers who specialize in database development, web development, and program automation.
- Our Quality Manager recently achieved Black Belt status in Lean Six Sigma methodology.



FCP's new 40" UV press



CAD System

## We Can Build It!

Our in-house structural design team can create custom displays and packaging, and provide white samples and full-scale roll-outs as well. Give Terry Laskowski a call at 800-HIGH-TEC to assist in the planning and development of your next project.

## Research:

### Shopper Attitudes About Displays and Signs

Nearly two-thirds of shoppers polled in recent surveys by Mass Connections say their decision to buy products is influenced by signs and displays at least some of the time and that they are most likely to notice endcap displays. The presence of "fun and exciting" product signs and displays also has a positive impact on store selection and whether or not shoppers have a pleasant in-store experience according to the surveys.

Read more at [www.instoremarketer.com](http://www.instoremarketer.com)

Source: In-Store Marketing Institute, Mass Connections

## TREX Registration Now Open

The In-Store Marketing Institute announces that registration for the Total Retail Experience (TREX), December 6-7 at the Javits Center in New York City, is now open at [www.totalretailexp.com](http://www.totalretailexp.com)

## Did You Know?

The average annual snowfall in Rochester, NY is 95 inches.

There are over 100 wineries throughout the Finger Lakes Region of Western New York that produce in excess of 1,000,000 bottles of wine annually.

# www.fcp.biz

Quality products, honestly represented. Expect nothing less.

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