

MULTI PACKAGING SOLUTIONS INVESTS IN A NEW COLD FOILING SYSTEM FROM GRAPHIC ART SYSTEMS

Key customer support and on-going upgrades for mechanical and software solutions

(Ocean, NJ, April xx, 2012) – Graphic Art Systems, Inc, the leading developer and manufacturer of foil enhancement equipment for the printing industry for over 20 years, announced today that it has installed a new Eco-Eagle cold foiling system at the Indianapolis facility of Multi Packaging Solutions, Inc. (“MPS”), a leading manufacturer of print and packaging for the cosmetics, healthcare, horticulture, media, and consumer markets. The installation was completed in March 2012.

“We performed a complete installation and upgrade at the Indianapolis facility of Multi Packaging Solutions,” says Mike King, president of Graphic Art System. “We replaced older technology with a new Eco-Eagle cold foiling system and we also added some upgrades to better enhance its equipment. We are currently working on a few more upgrades both mechanical and software. The upcoming upgrades will provide in excess 12 meter roll allowing over 12,000 sheets without a roll change. Our company is known for providing continued upgrades throughout the life of the machine,” says King. “The new cold foiling system from Graphic Art Systems is an exciting upgrade for

customers looking for an alternative to hot foil stamping,” says John Côté, Vice President of Innovation and Manufacturing Technology at Multi Packaging Solutions. “The Eco-Eagle system significantly improves both aesthetics and production efficiencies, further enhancing the advantage of in-line cold foil. We can now offer customers improved foil brightness and stronger adhesion without foil dust.”

Graphic Art Systems, known as “The Foil Experts,” has been the leader in the design and manufacturing of retrofit hot foil stamping equipment for over 20 years. Its Eagle Systems® equipment has dominated the hot foil market with hundreds of installations worldwide. Recently Michael King, owner of Graphic Art Systems, applied his decades of specialization in foil enhancement equipment to the development of the Eco-Eagle Cold Foil System for sheet-fed offset presses. The Eco-Eagle is the most technologically-advanced, versatile and cost efficient cold foil system in the world.

The environmentally-friendly Eco-Eagle uses less power than a hairdryer to



operate and was designed to eliminate foil dust caused by machines using the old dancer roller system. It has the ability to run unlimited multiple narrow webs of the same size or different sizes, or one large web depending on the job. The Eco-Eagle is operator-friendly, requires no mechanical, electrical or computer adjustments and can be retrofit to new or existing 28-inch up to 80-inch sheetfed offset presses from major press manufacturers. Installations typically are achieved between three to five days and production is running by the sixth day.

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About GRAPHIC ART SYSTEMS

Michael B. King, president of Graphic Art Systems, has been the producer of the Eagle brand of retrofit hot stamping and cold foil enhancement systems for over 20 years. The Eagle brand of foil equipment has over 350 installations in more than 15 countries. Graphic Art Systems is headquartered in Ocean, NJ where all R&D, manufacturing and production of its Eagle systems is performed. The Eagle system products offered today are for both the hot and cold foil markets..

About MULTI PACKAGING SOLUTIONS

Multi Packaging Solutions, a portfolio company of Irving Place Capital, is a leading manufacturer of print, packaging, labels, inserts, and POP for the cosmetics, healthcare, horticultural, media, and value added consumer markets. MPS has 18 manufacturing locations in the U.S. and Europe. The company's seasoned management, sales, and design teams bring vast experience in print and

packaging to current and future customers.

Unlike traditional packaging companies, MPS is unique in its depth of industry experience, breadth of technologies and range of resources.

More information is available at

www.multipkg.com.

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Related websites:

www.graphicartsystem.com

<http://www.MultiPkg.com>

Captions:

Photo 1: At the Multi Packaging Solutions installation of the Eco-Eagle CFM102 mounted to a Komori LS840 press are (left to right) Adam Denny, MPS pressman; Michael King, Graphics Art System president; and Todd Burke, MPS assistant pressman.