

FOR IMMEDIATE RELEASE

Metalcraft Earns Certified Metalphoto[®] Converter Designation

The Company Completes Assessment, Implements Processes to Improve Quality and Application Knowledge for the Metalphoto Product Line

Cleveland, Ohio, USA, Monday, August 31, 2015 – Horizons Imaging Systems Group (ISG) announced that Metalcraft has achieved Certified Metalphoto Converter status. Certified Converter status means that Metalcraft has completed a process assessment, received recommendations and begun implementing new processes to improve product quality and expand application expertise for Metalphoto[®] photosensitive anodized aluminum.

Certified Converters receive in-depth training regarding the features, benefits and performance specifications to which Metalphoto is certified. They understand when Metalphoto is appropriate for a specific application and can help organizations write Metalphoto into specifications.



According to Scott Lehner, Director of Converter Sales, “the Metalphoto Converter Certification sends a clear message to OEMs and government organizations as to which suppliers are optimally prepared to offer outstanding product quality and service.” Certified Converters receive access to a library of tools, including data sheets, case studies and product videos, as well as a certification press release and a “Certified Metalphoto Converter” emblem for their website.

Metalphoto is one of the most durable identification materials available. Metalphoto is converted into barcode labels, nameplates/data plates, placards, maintenance schematics, machine control panels and other identification items by more than 500 companies around the world. The largest and most advanced converters are eligible to apply for certification.

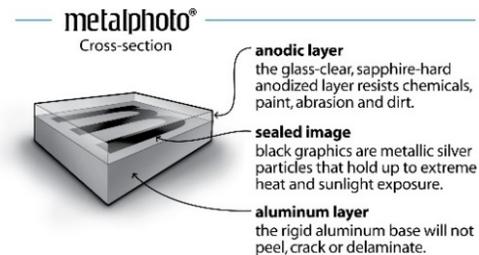


metalphoto[®]

About Metalphoto[®]:

For over 50 years, industrial and military engineers have specified Metalphoto[®] photosensitive anodized aluminum in applications where permanent product identification is critical. Metalphoto's durability comes from its photographic image which is sealed *inside* of the anodized aluminum, providing resistance to corrosion, sunlight degradation, abrasion, extreme temperatures and chemical exposure.

Available from 0.003" to 0.125" thick, Metalphoto can be used for a wide variety of applications where permanent identification is critical including barcode labels, nameplates/rating plates, maintenance schematics, machine control panels and signage.



For more information, visit www.metalphoto.com.

About Metalcraft:

Metalcraft has provided property identification solutions since 1950. What began as a solution for the Bostitch Stapler Company's identification needs has evolved into Metalcraft as we know it today. The solution for Bostitch was to have Metalcraft provide nameplates with printed copy of Bostitch customer names that were attached with solvent-activated adhesive to their staplers.

Since that first Bostitch stapler solution in 1950, Metalcraft has provided thousands of businesses and industries throughout North America and around the world with a wide range of choices in durable nameplates and labels to meet the needs of the ever-evolving industry of tracking and controlling. These customized products may include consecutive numbers using barcode and/or RFID technologies.

Made from the toughest materials including polyester, anodized aluminum, stainless steel, polycarbonate, ceramic and more, Metalcraft nameplates and labels are built to withstand environments ranging from mild to extreme and resist abrasion, caustics/acids, solvents, salt air, high temperatures, and UV rays.

For more information, visit www.idplate.com.

metalphoto[®]