



Lauterbachgroup

PERFECTING LABELS TOGETHER.

MASC  **STORE**
POWERED BY THE LAUTERBACH GROUP

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Lauterbach 
Productivity System

 **omniMark**TM
MANAGEMENT SYSTEM



WHO, WHAT, AND WHY

WHO is our GROUP?

We are a **GROUP** of **pressure sensitive** and **shrink sleeve label** experts responsible for **protecting** our **client's brand** at every touch point.

WHAT do we do?

Our **GROUP** is a leading manufacturer of pressure sensitive, shrink sleeve labels and flex-pack. We invest in state-of-the-art technology and equipment and employ **group members** who believe in service and continuous improvement.

WHY?

We are **obsessed** with providing **exceptional experience** that **protects** and **evolves** your brand, so it doesn't just survive, but **thrives** through vulnerable touch points on its journey to your customer.



GROUP CORE VALUES

DEVOTION – We keep our actions simple. We pledge to get it done, if is not done right, it is not done.

CREATIVITY – We apply our experiences, knowledge and resourcefulness to generate focused solutions and results.

RESPONSIBILITY – We participate in continuous improvement and a safe work environment. We support each other, our clients and our community

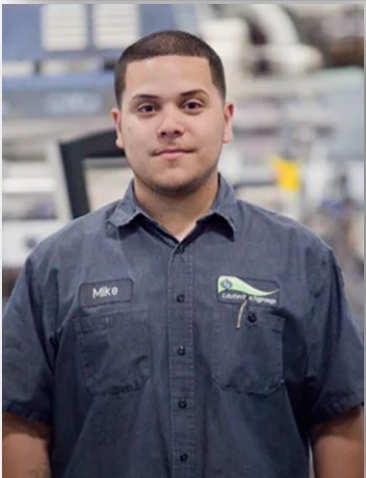
EXPERTS – We're obsessed with being more than a label and flex pack printer, we are a proud Group of label and flex-pack experts.

TOUCHPOINTS – We're obsessed with providing group members and clients an exceptional experience through collaborative and coordinated communication that delivers results.

SUSTAINABILITY – We're obsessed with conducting business with a strong understanding about the relationship between people, community and environment through sustainable business practices and continuous improvement.



Group Members - It Is All About Our GROUP!





CORPORATE HEADQUARTERS

...built to **USGBC LEED** criteria with a **Silver** certification



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MARKETS and PRODUCTS

MARKETS:

- Health & Beauty
 - Household Products
 - Food & Beverage
 - Industrial
 - Nutraceutical
 - Pet
 - Warehouse and Distribution
 - Direct Marketing and Direct Mail
-

LABEL VARIATIONS:

- Pressure Sensitive Film Labels
- Pressure Sensitive Paper Labels
- Direct Food Contact Labels
- Coupon/Hinged/Wrap Labels
- Silk Cheese Labels™
- REsolute Reclosure Labels™
- Security/Diversion Labels
- RFID
- Outdoor/Industrial Labels
- Shrink Sleeve Labels
- Flex-pack
- Stock Labels (Thermal, Laser/Inkjet, Tabs, Vinyl etc)



CAPABILITIES and SOLUTIONS

– Challenge Us!

Digital Printing

- Virtually any label product, from pressure-sensitive paper and film labels, shrink sleeve labels to in-mold labels, wrap-around and flex-pack
- Match 95% of PMS standard colors
- True customization and personalization
- Speed-to-market to increase revenue and profit
- Lower overall cost

In-house Plate Making

- HD flexo screening
- Flat-top dots
- Plate dot and anilox cell optimization

OmniMark Management System

- Art design and preparation
- Press proofs, contract proofs and electronic proof
- Art asset management and collaboration
- Color match and management system
- Dimensional barcodes

Flexo Printing

- 13" and 20" printing and converting platforms
- 10 color - UV and Water-base Ink Systems
- In-line foiling
- In-line digital inspections systems

Slitting and Inspection

- 13", 14" and 24" slitting and finishing
- 100% electronic inspection
- Roll finish diameters up to 40" diameter
- ¾", 1", 3", 5" and 6" core sizes
- Roll, Fanfold and Sheeted formats
- Product Folding
- Serialization

Inks, Decoration and Embellishments

- Foiling, custom varnishes and tactile printing
- Fluorescent, glow-in-dark, metallic, scratch-off and thermo-chromic
- Embossing, de-embossing
- Matte, gloss and raised (tactile) varnishes and laminates
- Personalization, serialization, Mosaic and Collage variable print
- Patterned adhesive and coatings



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PRODUCTS



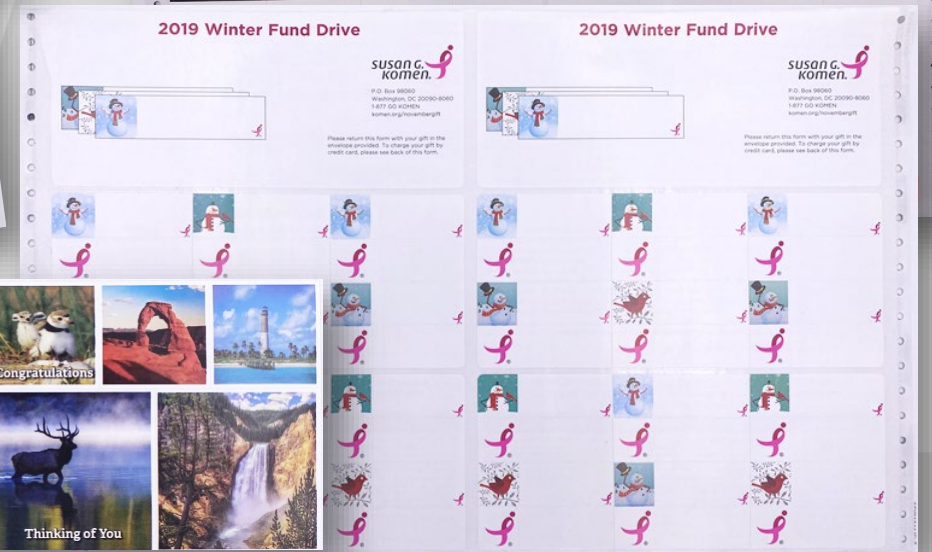
PRODUCTS cont.



"All my life through,
the new sights of
Nature made me



Thank you for supporting The Nature
Conservancy! Please display this decal
to inspire others to follow your lead in
conserving Earth's most important
natural habitats.





POWERED BY THE LAUTERBACH GROUP

Stock Label and Tag Products

www.masclabels.com

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PRODUCTS cont.



Laser/Inkjet Sheet Labels



Vinyl Outdoor/Barrel
Laser Sheet Labels



Mail/Product Tabs and Seals



Thermal Transfer Labels



Direct Thermal Labels



Direct Thermal Tray Tags



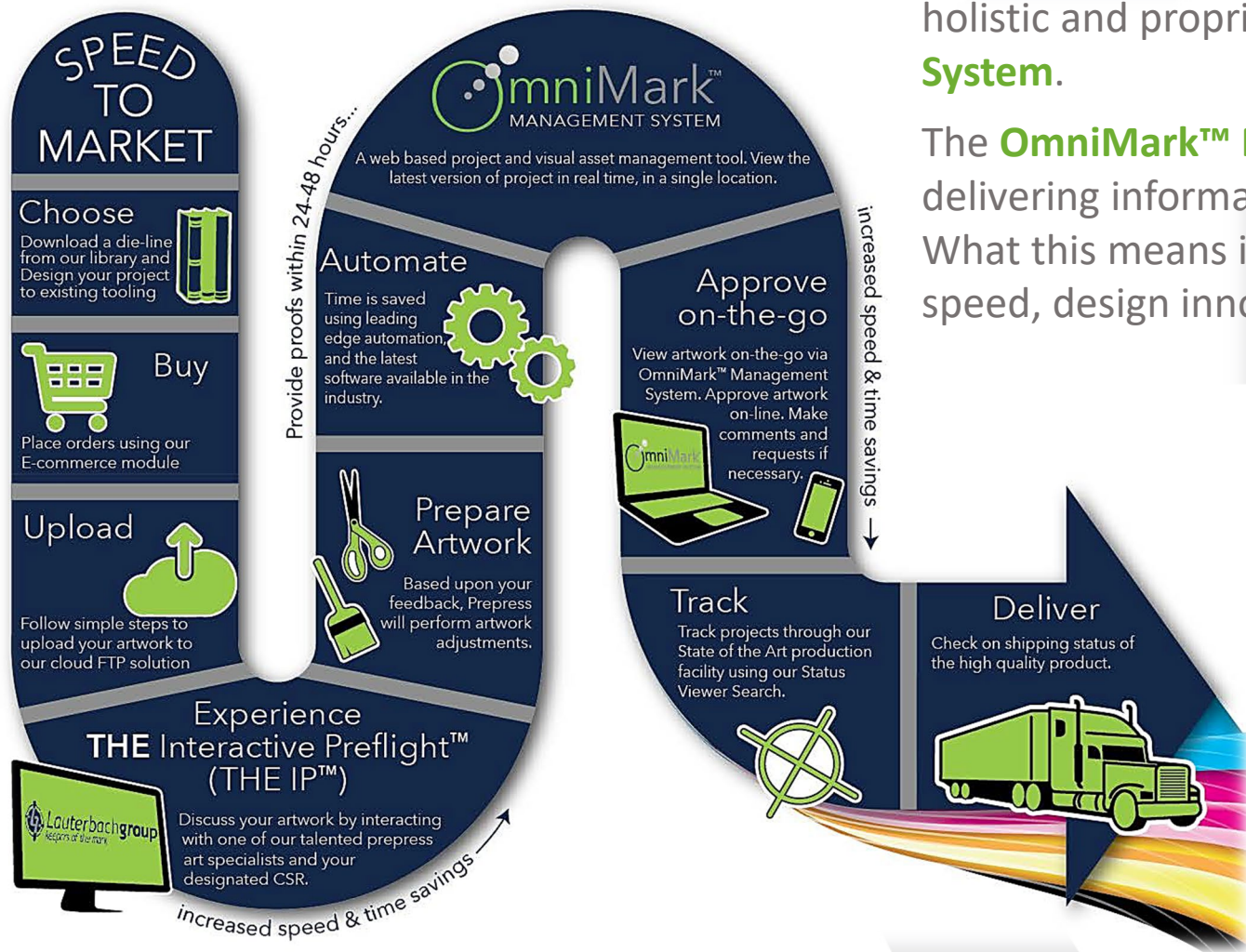
Laser/Inkjet Sheet Labels



Laser/Inkjet Sheet Tags

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As a client, you gain access to a cutting-edge art management system. This holistic and proprietary intelligence is called **OmniMark™ Management System**.

The **OmniMark™ Management System** is a way of gathering and delivering information throughout locations and departments real-time. What this means is we can help you bring your products to market with speed, design innovation and enhanced quality:

- Order Entry
- Art Collaboration and Design
- Art Preparation
- Proofing
- Color Management
- Asset Distribution Anywhere
- Art/Digital Asset Warehousing
- Barcoding, including dimensional
- Variable Print, Serialization and Personalization



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Lauterbach

Productivity System

The **Lauterbach Productivity System** is the foundation of all our sustainable business practices and is centered on sustainable continuous improvement methodology. Our system supports all efficiency of labor and material, all quality from materials to service to product, all environmental practices and all civic and social responsibility.

Continuous Improvement

- Service and Product Quality
- Improve Material Constructions
- Labor and Material Efficiency
- Good Manufacturing Practices Integration
- Overhead Reduction
- Equipment Investment
- Logistics

Environmental

- Maximize Energy Efficiencies
- Minimize Impact on the Landfill
- Minimizing Material Content in Products
- Minimize Consumption of Natural Resources

Safety and Wellness

- Group Member Safety
- Group Member Monthly Education
- Facility Cleanliness and Sanitation to GMP Standards
- Near-Miss Program
- First Responder Education

Social and Civic Responsibility

- Community Outreach and Volunteerism
- Group Member Continuing Education and Mentorships
- Group Member Support and Benefit Enhancement
- Social Expectations and Education



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