



## **Crush Creative Chosen As Number One Wide Format Imaging Company In The United States By Wide Format Imaging Magazine**

For Immediate Release

BURBANK, Calif./EWorldWire/May 5, 2006 --- Crush Creative, a southern California based visual communications agency, makes the top spot of the best of the best list in Wide Format Imaging Magazine's April edition written by Denise M. Gustavson.

In its yearly best of the best edition, Wide Format Imaging Magazine scours the nation's large format production companies in search of the top companies in the field. With many factors set as the criteria, Crush Creative was selected as the best of the best. Crush Creative's expertise in all facets of digital large format production from retail graphics to large venue installations, as well as its perfect record with its clients led to the decision.

Founded in 1957 with three locations and a staff of 135 full-time employees, Crush Creative specializes in digital color output for clients that range from fortune 1000 companies to sports arenas, entertainment and retail companies. Guy Claudy is the president of Crush Creative.

Crush Creative sees it as imperative with the constant and significant cost of upgrading technology. Software and equipment decisions must compliment their clients' future marketing plans and also allow for growth and retention of business partnerships. Crush Creative utilizes its internal technology steering committee to insure that it is continually researching the best business practices for continued improvement and identifying appropriate technology to enhance a client's success.

With accelerated delivery time lines, there is no room for delayed or misunderstanding between parties. Beginning with detailed job specifications, file delivery mechanisms, creative approval processes through production, fulfillment and distribution, everyone must be on board.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for over 40 years. Producing the finest in visual communications, Crush Creative is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide graphic solutions - designed to fit a client's image. This is achieved through four wholly owned companies: Color Edge Art, Color Edge Visual, Comp24 and Crush Creative.

*\*Other names and brands may be claimed as the property of others*

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**SOURCE:** Crush Creative