



Crush Creative Unveils An On-site Digital Die-cutting System.

Crush Creative adds high precision die-cutting technology to an already impressive digital workflow.

For Immediate Release

BURBANK, Calif./EWorldWire/Nov. 20, 2003 --- Crush Creative adds high precision die-cutting technology to an already impressive digital workflow.

As a way to increase their market leadership, Crush Creative has installed an i-cut(R) digital routing system and has already begun production on several large projects. Previously, when a job called for a customized die-cut, it required the use of hard-tooled dies and manual cutting. Those days are gone.

The i-cut(R) offers Crush clients a cost-effective alternative to traditional die-cut methods. This 100% digital solution is equipped with vision systems to ensure accurate contour cutting to a wide variety of materials including acrylic, Sintra(R), plywood, sign foam, aluminum and much more. The i-cut(R) has the ability to make automatic adjustments for both linear and non-linear distortion. In addition to a material hold-down vacuum, this equipment also has cutting, scoring and creasing capabilities.

Crush Creative now has the ability to produce large P.O.P. projects in short periods of time while streamlining production, increasing productivity and providing consistent quality from the first cutout to the last. The i-cut(R) coupled with new digital screen printing equipment to be installed by January 2004, will allow customers for the first time to combine the quality, speed and flexibility of digital output with the economies of traditional screen printing.

Crush Creative has been a major supporter of the creative community for over 30 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

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CONTACT:

Barry Polan

Crush Creative

1919 Empire Avenue

Burbank, CA 91504

PHONE. 818-842-1121, ext.3015

FAX. 818-562-1063

EMAIL: barry.polan@crushcreative.com

<http://www.crushcreative.com>

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