



NEWS RELEASE

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PHOTOSTEEL, INC. ESTABLISHED TO SERVE PROMOTIONAL PRODUCT DISTRIBUTOR MARKET

Patent-protected, Proprietary Photo Processing Technology Introduced

Danville, IL – PhotoSTEEL, Inc. is a new supplier of promotional product solutions which enable the permanent capture of memories, events, products, corporate logos, and other like images. This technology has been developed over the past three years in an industrial product setting by merging computerized photo-graphics with the most advanced metal process coating technology.

Sheila Burwash, CEO of SJB Promotions in Paxton, Illinois and 30-year veteran of the promotional products industry stated, “We were able to preview the PhotoSTEEL product technology before it became available in volume supply for promotional distributors like us. I was impressed by the attention to detail and life-like realism. I also appreciate the weight and durability of the finished product. It could be used equally well as an upscale award plaque or simple durable sign.”

Bill Black, President and CEO of Imagineering, a leading promotional products distributor located in Los Gatos, California in the heart of Silicon Valley states, “I have seen other products utilizing sublimation techniques, but I believe that the combination of high detail and durability provided by PhotoSTEEL is unique. The potentially infinite

product shape and its application to logo, badges and branding could be a real key to success.”

Joe Davis, Owner of PhotoSTEEL, comments, “We were able to take established, well controlled processes utilized in the steel coatings industry and merge this with recent advancements in graphics technology. The real innovation came in development of the added process steps and adjustments needed to deliver consistent, high volume, high quality permanently imaged metal.”

PhotoSTEEL is a patent-protected, proprietary technology developed over the past three years which allows any high resolution, full color photo or image to be permanently bonded to a steel substrate of virtually any size or shape. This combination of high resolution and complex shaping, gives the resultant product a high quality, heavy feel and three dimensional characteristics not found in any other image processing technology. In addition, the resultant product is highly durable, rust resistant and virtually indestructible. And by utilizing the latest advances in industrial coating technology, the consumer also benefits by purchasing an environmentally friendly product.

More information on PhotoSTEEL can be found at www.photosteel.com or by calling 217-443-5347.

PhotoSTEEL, Inc. is a privately held firm based in Tilton, Illinois. PhotoSTEEL, Inc. is dedicated to delivering their customers permanent photo processing technology providing life-like realism and the highest quality look-and-feel found in the promotional products market today.