

"Take your graphics to the next level with Super Color Digital's FabriVision"

Message from the Founders

Super Color Digital is very fortunate. In a time when companies around the globe are faltering and closing their doors, we have been able to thrive and grow. As the public has been incessantly bombarded with gloomy financial news and even more dire predictions, we have remained focused on our core business and on satisfying our customers.

While we are not immune to the current economic landscape (we will have to take a few cost cutting measures), we remain buoyantly optimistic about 2009. To validate this positive outlook, we have several encouraging and powerful indications that Super Color Digital is on course to maintain and extend its industry leadership.

Our newest location, which is close to O'Hare Airport in Chicago, is presenting tremendous opportunities and will be critical to our client services and logistics network. The facility will service multiple prominent clients in the Chicago area, create ideal shipping access for Midwest, Eastern U.S., and international projects, and will be a cornerstone for our trade show business. The new facility also will be equipped with the same high-end grand format printing technologies that are used at our other locations such as our cutting-edge screen-printing, Durst Lambda printers, CNC router, and flat bed printers.

Also, we are now one year into our merger with Suburban Graphics. The marriage has been highly successful, and the integrated companies are flourishing as we discover and cultivate a multitude of synergies. Through our combined services, we now are better equipped than ever and can service a full gamut of printing needs for almost any client, job type, and geographic location. Furthermore, the smooth transition process has strengthened our corporate culture and ensures that world-class customer service will continue to be a hallmark of Super Color Digital.

2009 indeed will be a year unlike any we have seen before. For Super Color Digital, that translates into unrivaled optimism and a steadfast dedication to continue delivering the best large format and technologically advanced printing services available in the market.

Peyman & Arman Rashtchi
Co-founders

Success at GlobalShop and Exhibitor 2009



In March 2009, Super Color Digital demonstrated its market leadership and leading edge innovations at two crucial industry conferences: Exhibitor2009 and GlobalShop 2009.

Exhibitor2009, which was held at the Mandalay Bay Convention Center in Las Vegas, NV, is the world's leading conference for trade show and corporate event marketers. At the conference, Super Color highlighted its FabriVision line of products, which created a groundswell of excitement. FabriVision, an all-in-one product line that can accommodate any project or budget, provides superior trade show setups with lower costs, greater efficiency, and less hassles.

Super Color Digital also was a featured exhibitor at GlobalShop 2009, the leading conference and trade show for retail design and in-store marketing. At GlobalShop 2009, which was held at Sands Expo in Las Vegas, NV, we created a lot of buzz with our radically simplistic booth. Our sales team was able to respond to the market's needs and develop even stronger bonds with our valued existing clients.

Throughout both trade shows, we focused on building our extensive client relationships. Regardless of prevailing economic conditions, Super Color transcends its products and differentiates itself with world-class customer service. We visited with old and new clients and showed them how we can efficiently, economically, and smoothly handle all of their printing needs. As John Kerrigan, a Super Color Account Executive, states, "Every March, I get excited as I know Global Shop and Exhibitor are just a few weeks away. The wonderful relationships built at these shows are what help us keep so close to our clients, and let our clients know how committed we are to top quality service."



Smart Innovation with FabriVision Product Line



We want products and services that are technologically advanced, reliable, affordable, and that come with exceptional customer service. Of course, most of us can never find this holy grail of business. That is, unless, you discover Super Color Digital's FabriVision line of products, which includes FabriArt, FabriFrame, FabriLite, and FabriWall.

FabriArt, a frame assembly like no other, is constructed using a state of the art AGAM structure utilizing a lightweight frame assembly that brilliantly showcases your graphics. Our patented AGAM structure lets you choose almost any printable material, create a frame that has single or double-sided graphics, and print a seamless image up to 16 feet wide.

FabriFrame, a mix of form and function, takes signage to a whole new dimension. FabriFrame's rigid yet lightweight aluminum frames create heavy duty and long lasting structures in almost any shape and size. These aluminum frames are easy to assemble (simple pin snaps and end connectors) and internal lighting can be installed easily to deliver vibrant readability and impact.

FabriLite, which shines a brilliant light on your business, brings a different dimension to your graphics. To revolutionize traditional light boxes, we designed and fabricated FabriLite, a fabric light box that is both practical and visually stunning. The durable and scratch-resistant frame is made of lightweight aluminum and is available in both 10-foot backlit fabric or 16 foot backlit vinyl. By using a fabric or vinyl material instead of a Duratrans, which is typical in traditional light boxes, you can change images on a more frequent basis, with no hassle, without complex tools, and provide balanced illumination without any hot or cold spots.

FabriWall, a modern solution for traditional modular units, is a durable and lightweight structure that can be configured to any shape and allows for printed fabric to bead in, which creates a seamless, crisp image. As digital prints can be interchangeable, FabriWall lets you remove one image and replace it with a new one in a matter of minutes. Additionally, moving the FabriWall is effortless and you can create unique 3-D effects at a fraction of traditional costs.

From innovative frame assemblies to versatile light boxes, the FabriVision line can revolutionize how you display your graphics. To learn more about FabriVision, please contact your local Super Color Digital representative or visit our website at www.supercolor.com/fabrivision.

Smart Choices, Constant Innovation



"Green" is one of the biggest buzzwords of our time. From household mantras like "Reduce, Reuse, Recycle" to corporate initiatives to change daily practices, the environmental industry has gone mainstream in trying to make our world and our lives more Green.

Super Color Digital takes Green to heart. While reducing consumption is a standard way to be Green, we bring this perspective up a notch higher. Almost every aspect of our business uses materials and methods that emphasize the critical concepts of reduce, reuse, and recycle. Additionally, we are constantly exploring new ways to use our existing products more efficiently and with less waste while engineering new methods and products for the next generation. For example, we are integrating biodegradable products into many of our services, thus ensuring that Green is implemented at a fundamental level. Furthermore, Super Color is taking a lead in the printing industry to help promote widespread adoption of sustainable Green practices.

From daily practices to long-term strategies, Green is a significant part of our corporate DNA.



Employee Spotlight *Madson Schmitz*



Our Employee Spotlight shines bright on Madson Schmitz, a Super Color Digital employee of three years. Brazilian-born Madson is a manager in our AutoCAD department, which plans structures, predicts rising issues during fabrication, generates critical templates, and helps Super Color be as efficient and accurate as possible.

A master AutoCAD designer for trade shows, expositions, and complex structures, Madson averages 500 frames and project requests per year. You often can find him providing sets of drafts and blueprints, working with fabrication, creating templates and diagrams for the digital department, and developing special mounting instructions for finishing.

Madson is hands-on in all aspects of his work, frequently rolling up his sleeves to work with fabrication utilizing saws, benders, and welders. At Super Color, Madson sees no boundaries in terms of how much he can learn and how much he can contribute. As he notes, "The possibilities are endless." Madson adds, "The high complexity jobs are what keep me interested." At Super Color, Madson most often works with Carlos Marcial in Fabrication and Scott Murray for new structures and custom products.

In terms of quality of work, Madson is a leader and a paradigm of excellence. He performs a thorough walk-through of every job before it ever reaches a client. His meticulous attention to detail helps ensure

that Super Color delivers the best, most reliable printing services in the industry. Additionally, Madson's enthusiasm for his work is clearly evident. "I am very passionate about my work," he says. This positive energy toward Super Color's projects and clients manifests in addressing challenging metal fabrication projects, determining stress points for complex structures, and using advanced mathematics to ascertain material capabilities. With these projects and a wide range of others, Madson is a critical asset to Super Color Digital.

Madson graduated from college with a double major in Graphic Design and Industrial Design. His penchant for success, however, extends well beyond design and AutoCAD. For example, he could only speak Portuguese until he was 17, yet was fluent in English and Spanish by age 21 and is currently studying French and Italian. From learning foreign languages to developing new design systems, Madson has a powerful approach to life. In his own words: "Bring on the challenge!"

Madson also embodies the well-rounded Super Color employee. He likes to travel, study different cultures, visit historical points of interest, take hikes through the mountains, go to the beach, and hang out with friends. Madson also enjoys Brazilian Martial Arts (Capoeira) as well as international cuisine. He is a lover of all types of music and has a passion for fashion.

With employees like Madson Schmitz, Super Color Digital is poised to continue and extend its leadership position in the printing industry and the business community.

Recent Project *Pyramid at the Aquarium of the Pacific*

In conjunction with the Art Miles Mural Project and the Endangered Plant Foundation, Super Color Digital was asked to create a custom fabricated pyramid that would be placed in the lobby of the Aquarium of the Pacific in Long Beach, CA. The beautiful art pictures



printed on this FabriFrame structure were created by young kids from around the world. Visitors from all parts of the globe showed great appreciation for this piece of art that symbolizes a culturally united earth.

“Providing service with a smile for over a quarter century”

A Pioneer in Gaming Graphics *Slot Machine Glass*

Suburban Graphics, which Super Color Digital acquired in early 2008, offers full service screen-printing, digital imaging, and a host of other services. The company’s legendary industry status is attributed to their constant drive for new, ground breaking innovation.

Traditionally, images for slot machines were screen-printed directly onto glass. The process was one-dimensional, cumbersome, and could only accommodate up to 15 colors. As digital technology and films became more advanced, Suburban researched using backlit films in place of screen-printing. Seeing enormous impact and potential for these films, Suburban invested in high-end equipment and rolled the process out into the market. The result was an enormous change in the gaming graphics industry.

Suburban developed methods to integrate digital films with screen-printing to create a wide spectrum of new looks for all sorts of slot machine glass. This methodology blazed the path for all printers in the gaming industry and significantly reduced turnaround time and increased production efficiency.

Additionally, Suburban was the first to use a laser to cut films. Fast, efficient, and able to cut through polycarbonate and acrylics with ease, Suburban’s lasers enabled gaming parts to be mounted and cut on plastic rather than glass. This gave customers a lightweight, durable material that allowed holes to be cut in for light bulbs and mounting brackets. Today, Suburban is regarded as the most advanced gaming graphics company and is honored to be part of the Super Color family.