



730 Red Iron Rd. • Black River Falls, WI 54615  
 Phone (715) 284-9250 • Toll Free (877) 335-2744 • Fax (715) 284-8069  
 www.flash4.com

## Message from the President

February 2010

As we all face the economic state we are in, we at Flash4 are focused and committed to maintaining a competitive pricing for our customers. Over the past few weeks, we have been receiving notifications of industry supplier's price increases across the entire industry, leaving us suspicious of industry intentions and direction. Price increases always present difficulties, but when increases come from the entire industry, it leaves us in a difficult position to communicate with our customers. Unfortunately, industry increases leave converters at the will of supplier pricing direction. More than likely, these increases will take effect as early as March. Flash4 will do everything possible to make you aware of when these increases will officially go into effect. We will also make every attempt to negotiate the best possible prices for you, our valued customers.

Your Flash4 representative will be contacting you in the coming weeks to review the specifics as we gain more information. Your business is very important to us and we will do everything possible to provide you labels & ribbons at the value price you are accustomed to.

Keep in mind, our price increase process will only affect you at the industry driven increase we may receive from our suppliers. This includes current blanket orders and estimates which maybe less than one month old.

We thank you and look forward to another great year as one of your valued suppliers.

Sincerely,  
 Dino Valentino  
 President and Owner  
 Flash4



**4 X 6 TT WP**  
 1000/Roll 4000/CS  
**\$7.90/M**

**4 x 6 TT NP 12" OD**  
 2890/Roll 5780/CS  
**\$8.29/M**

**4 X 6 TT NP**  
 1000/Roll 4000/CS  
**\$7.90/M**

**4 X 6 TT WP Fanfold**  
 2000/Stack 4000/CS  
**\$8.10/M**

\*All prices are per M \*Due to expected high demand items may take up to 5 days to ship. Please plan accordingly. \*Prices good until 3/5/09

**Stock Up and Save!**  
**Beat the possible price increase by stocking up on your 4 x 6's Today!**

## Specials All Month Long

In addition to our 4 x 6 Thermal Transfer special we are also offering Specials on our Firesale Items. Contact your ASR today for more information on those items and how we can save you \$\$\$.

**6 x 4 PolyKim WP FF**  
**\$5.00/M**  
*While supplies last!*  
**Contact Your ASR Today!**

**1-877-335-2744**

## February is Presidents Month Test your presidential knowledge.



1. Which President was the first to live in the White House?
2. Which President served the longest?
3. Which President served the shortest time in office?
4. Which Presidents died on the Fourth?
5. Which Presidents signed the Constitution?
6. Which President was sworn in on an airplane?

Answers to Presidential Trivia:  
 1. John Adams 2) F. D. Roosevelt 12 years 1 month 18 days  
 3) W.H. Harrison, one month, 1841 4) Jefferson, 1826; John Adams, 1826; Monroe, 1831 5) Washington, Madison 6) Lyndon B. Johnson