

Coating Excellence International Honored for its Wide-Web Printing

CEI receives four medals including the "Gold" award

Wrightstown, WI, May 2010 - Coating Excellence International (CEI), the Wisconsin-based, market-leading flexible packaging company specializing in extrusion coating and laminating, adhesive laminating, high-quality printing, pouch making and woven bags, today announced the honor of receiving four medals, including the "Gold" honor in the wide-web category of the Flexographic Technical Association's (FTA) Excellence in Flexography Awards competition.

CEI's Standard Brands, Green Heat™ Recycled Fire Log wrapper won the "Gold" medal for superior wide-web print quality. Additionally, CEI won a "Silver" medal for Standard Brands' Dallas Cowboys Blue Heat™ Fire Log wrapper, a "Bronze" medal for Wausau Paper/United Stationers Ream Wrap and a "Bronze" medal for ADM's Rack Plus, Deer Feed Bag.

According to the FTA, the Excellence in Flexography Awards Competition has not only reflected the tremendous technological growth and achievement of flexographic converters, it has also been instrumental in contributing to that growth and achievement as printers pursue the prestige of displaying a winner's plaque with its attendant benefits, competitive advantages and recognition.

Out of more than 600 print samples that were submitted, 154 received awards in 11 different categories. Forty industry-respected professionals served as the judging panel in the three-day competition, which honored the best and most innovative companies, products and techniques in the Flexographic industry.

"By leveraging our investment in technology and innovation, CEI is able to offer award-winning, cost-effective, photo-quality printing and packaging solutions to a wide range of industries," said Michael Nowak, president of Coating Excellence International. "We appreciate the recognition from our peers."

About Coating Excellence International

Coating Excellence International (CEI) is a rapid-growth, market-leading flexible packaging company specializing in extrusion coating and laminating, printing, and woven bags with original innovations such as Clean Strip™ Ream Wrap and SuperTube bags. Along with providing world-class customer service, CEI offers consistent high-quality, cost-effective, innovative solutions that make its customers successful in a wide variety of markets. Products are produced using clean production technologies, renewable resources, and recyclability making CEI a market leader in sustainable packaging products. CEI is also an American Institute of Bakers (AIB) certified

production facility and ISO 9001 certified. For more information, visit www.coating-excellence.com or www.super-tube.com