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I.D. Images LLC, a leading Pressure Sensitive Label Converter, Acquires Assets of Heather Label, Inc.

Brunswick, Ohio, February 16, 2011 – I.D. Images today announced it acquired the assets of Matthews, NC, based label converter, Heather Label, Inc. Terms of the transaction were not disclosed.

“This is our third strategic acquisition in the last 18 months. We continue to invest in the business and we are excited to have a physical presence in the southeast US. We now have four production facilities, each with unique production capabilities. All four facilities have common abilities to warehouse for our distribution partners,” said Brian Gale, I.D. Images’ president.

I.D. Images will continue to maintain operations at the existing Heather Label facility and fully expects to expand products distributed out of that facility to better service customers in that region.

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I.D. Images, a leading manufacturer of converted label media, specializes in providing label solutions for supply chain management to brand protection. The company serves varied markets including Transport and Logistics, Food and Beverage, Consumer Durables and Healthcare to name a few. I.D. Images' comprehensive product offering includes [thermal transfer labels](#), ribbons, [direct thermal](#), laser and Integrated labels and cards, on various paper and film or synthetic substrates. In addition, I.D. Images offers significant custom label capabilities including spot and digital printing, multi-web laminations and die-cutting. I.D. Images maintains manufacturing and distribution locations in Cleveland (Brunswick), Cincinnati, Chicago, and Charlotte. I.D. Images sells exclusively through distribution with a primary focus on packaging distributors, value added resellers and other label converters.

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