

Agfa Media Relations

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Agfa Gives Away Two Wrapped Chillerator Fridges at Sign Expo 2011

Winners from print shops in California and Arizona

Ridgefield Park, NJ – May 16, 2011 – James Jepsen of Local Copies Etc. (Santa Maria, CA) and Todd Wigington of The Sign Guys (Gilbert, AZ) were the big winners during ISA – they went home with two brand new Agfa-wrapped Gladiator® Chillerator® Garage Refrigerators. The two ruggedized refrigerators, designed for garages or basements, were wrapped at Agfa's booth during Sign Expo 2011.

Todd's refrigerator depicted a flame design, while James' featured a NASCAR-inspired motif.

"While wandering through the various vehicle wrapping demonstrations and competitions at the ISA trade show, I couldn't help but chuckle at the clever addition of wrapped refrigerators," said James Jepsen, Manager, IT & Design, Local Copies Etc. "Displaying the NASCAR-themed Chillerator at Local Copies Etc. will give our customers the same chance to realize that wraps 'aren't just for vehicles any more' and provide our staff with a great creative marketing opportunity."

Agfa's wrap technicians did hands-on demonstrations with the refrigerators throughout Sign Expo using 3M media and laminates, printed off the Epson Stylus Pro GS6000.

"Agfa's wide format specialists work with customers to figure out the best combination of ink, media and engine to fit their applications," said Larry Salomon, vice-president, Wide Format, Agfa Graphics North America. "Agfa's national distribution network can deliver display graphics products within 24 hours, so customers can be confident that the job they win today can be produced tomorrow, no matter what."

About Agfa

The Agfa-Gevaert Group is one of the world's leading companies in imaging and information technology. Agfa develops, manufactures and markets analog and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in



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another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2.948 million Euros in 2010. Please visit us at www.agfa.com.

About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and color management.

Agfa Graphics is a worldwide leader with its computer-to-plate and digital proofing systems for commercial and packaging printing and the newspaper publishing markets.

Agfa Graphics is rapidly developing its position in the new segments of industrial inkjet with comprehensive solutions for various applications such as documents, posters, banners, signage, displays, labels and packaging materials. Its experience in both imaging and emulsion technology has provided the expertise required for developing a complete assortment of high-quality inks. Please visit us at www.agfagraphics.com.

About Pitman, an Agfa Company

Pitman, an Agfa Graphics company, collaborates with world class manufacturers to provide a diverse offering of the most advanced solutions for the prepress, pressroom, wide format, newspaper, packaging and commercial printing industries.

Pitman reinforces its customer-focused approach by providing the market with an unmatched distribution network, expert specialists and unparalleled service excellence.

Together, Agfa Graphics and Pitman delivers integrated and complete solutions tailored to the ever-changing needs of the graphic communications industry, enabling businesses to produce powerful messages and be more profitable. Please visit us at www.pitman.com.

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