

INTRODUCING



THE DIRECTORY OF IN-MOLD LABELING

SourceIMLSM is the comprehensive directory website dedicated to the international in-mold labeling industry. Visitors to www.SourceIML.com can find every possible in-mold labeling resource that they need in one place, organized in an easy to navigate format. Website users click on a list of categories or enter keywords that quickly display your company's listing on the results page.

YOUR FREE BASIC LISTING ON SOURCEIML INCLUDES:

- ✓ **Complete contact information.**
- ✓ **Up to 100 words of promotional text describing your company's IML products or services.**
- ✓ **A direct e-mail message link to your contact person.**
- ✓ **A hyperlink to your company website.**
- ✓ **Quarterly updates.**
- ✓ **Monthly "traffic" reports.**

FAQ's

Q. *We are already listed in several converting and film supply websites. Why do we need to be listed in SourceIML?*

A. Visitors come to SourceIML.com to find IML suppliers and services. They do not want to sort through the hundreds of unrelated packaging, labeling and converting suppliers listed on other websites to find you. They can find complimentary suppliers to the IML industry here as well.

Q. *We are already well known as a leading supplier of in-mold labels and have our own website. Why should we also be on SourceIML?*

A. Companies new to IML may not know who you are. We regularly receive telephone calls and e-mails asking for referrals to label printers, film manufacturers and other suppliers from people who do not know the names of even the largest IML label printers. But they will know that SourceIML provides the information they need. Your listing includes a hyperlink to your company's website.

Q. *How is SourceIML marketed?*

A. Using its substantial industry contacts, RBS Technologies, Inc. aggressively promotes SourceIML through mailings, press releases, articles in trade journals, website placements, Internet directories and networking.

This exciting new IML resource is created and maintained by RBS Technologies, Inc., internationally recognized IML consultants, widely known for its annual ABC's of IML seminar.

Free Basic Listing on SourceIML

Please provide your information for SourceIML EXACTLY as you want it to appear on the website.

Company Name: _____

Street Address: _____

City: _____ Zip or Postal Code: _____

State or Province: _____

Country: _____

Telephone (with country code): _____

Toll-free telephone: _____

FAX number: _____

Contact person: _____

E-mail address: _____

Your website URL: _____

Product/Services Description, up to 100 words:*(if more space is required, attach extra pages as needed)*

CATEGORIES ~ Please mark which category in SourceIML.com you want your listing to appear.

Material Suppliers

- Container Resin
- Adhesives
- Label Films
- Label Paper
- Inks and Coatings

Converters

- Adhesive Coated Paper
- Adhesive Coated Film
- Toll Coating Services
- Toll Slitting and Sheeting Services
- Metallizing Services

IML Thermoformers

- Thermoformed Containers
- Other Thermoformed Products

IML Label Printers

- Wide Web Printers
- Narrow Web Printers
- Sheet Offset Printers

Equipment Suppliers

- Printing Presses
- Diecutting Equipment
- Blow Molding Machines
- Injection Molding Machines
- IML Molds
- IML Robotics
- UV Curing Equipment
- Static Control Equipment

Consultants

- IML Consultants

IML Injection Molders

- Injection Molded Containers
- Other Injection Molded Products

IML Blow Molders

- Blow Molded Containers
- Blow Molded Toys
- Other Blow Molded Products

End Users

- Food and Beverage
- Laundry and Household Cleaners
- Personal Care Products
- Automotive Products
- Agricultural and Industrial Products

Other

- _____

KEYWORDS: Visitors can search the SourceIML directory by selecting one of the categories above or by entering keywords. Select up to eight (8) keywords that describe your products and/or services.

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____

8. _____

**FAX completed form(s) to: RBS Technologies, Inc.,
FAX: +1 (480) 473-0456**

If you need assistance, our expert technical writers will help you prepare your product or service description.

SourceIML Graphics Guidelines

The following guidelines will help you to provide the best possible graphics for optimum display of your company logo, banner ads and product photos.

Banner Ads

Maximum file size for each banner is 12K. Smaller files load more quickly, therefore smaller file sizes are encouraged. Banner ads are divided into two categories:

1. Large banners are exactly 468x60 pixels in size.
2. Small banners are exactly 160x50 pixels.

Files of incorrect pixel dimensions risk severe distortion, and therefore SourceIML may, at its discretion, add a matte, scale or re-sample, or reject such non-compliant materials. Files may be submitted in JPEG or GIF file format. All banners appear against a white background.

Logo Graphics

Logo graphics are limited to 12K in file size, may be no wider than 300 pixels, and may have a total area of no more than 60,000 pixels regardless of file size. Logo graphics may be submitted in JPEG or GIF file format.

Product Photos or Similar Enhanced Graphics

Images may be up to 128K in size, and may be submitted in JPEG or GIF file format. Images will appear on a separate page from the main listing, for which thumbnail images will be creating by down-sampling the large images provided.

File Formats

Optimal JPEG* compression settings and/or GIF** color pallet usage can result in significantly superior results, at smaller file sizes. Consult your graphics professional for details, or see our Contact Information page to inquire about SourceIML ad development services.

*JPEG (the Joint Photographic Experts Group) format files are bitmap color (RGB) or images. They have excellent color depth (24-bit), making this a good format for photo-realistic subjects. Variable compression settings allow a compromise between quality and compression. JPEG files most-often end with the “.jpg” file name extension.

**The CompuServe Graphical Interchange Format (GIF) is usually used for indexed color bitmaps, but is also capable of storing grayscale photo images quite beautifully. Color GIFs work best for artwork with sharp edges, and/or large areas of contiguous color. Simple animations comprised of multiple “frames” and/or alpha channels can be stored as GIF loops. Standard GIF files use “loss-less” compression, and do not suffer from quality degradation based on compression, as JPEGs do. (A grayscale GIF, for example, is equal in quality and file size to an LZW-compressed TIF!) It can be more difficult, however, to make GIFs look pleasing when the subject contains many subtle, photo-realistic details. GIF files most-often end with the “.gif” file name extension.

Send your company logo files, banner ad files and product photographs in the appropriate file format. Burn them to a CD or DVD and mail to RBS Technologies, Inc., 8912 E. Pinnacle Peak Rd., #609, Scottsdale, AZ 85255 USA

These files can also be sent as E-mail attachments to Info@sourceiml.com.

BASIC SOURCEIML LISTING

YOUR LISTING INCLUDES: COMPLETE CONTACT INFORMATION, UP TO **100** WORDS OF PROMOTIONAL TEXT DESCRIBING YOUR COMPANY'S **IML** PRODUCTS OR SERVICES, A DIRECT E-MAIL MESSAGE LINK TO YOUR CONTACT PERSON, A HYPERLINK TO YOUR COMPANY WEBSITE AND QUARTERLY UPDATES OF DESCRIPTION AND SEARCH KEYWORDS.

IML News ~ *We will publish your press releases, new product developments and other timely IML news items. Posted items will run for one month. This service is included with your listing.*

Reporting ~ *Includes monthly e-mailed "traffic reports" of all activity on your listing, including how many times it was displayed (impressions) and how many times visitors clicked through to your company website (clickthroughs).*

AVAILABLE SOURCEIML ENHANCEMENTS

Your Company Logo: US \$95 per month

Your company logo, placed at the very top of your listing, will give additional eye-appeal to visitors.

Product Photos: US \$50 per photo per month

Add full color product photographs to your listing. Each "thumbnail" photo expands to full screen display when clicked.

BANNER ADS ~ *Several rotating banner ad placements are available. A new banner is displayed with each new page, providing fresh exposure each time. Your banner ad is a hyperlink to your company website.*

Top Banner Advertisement: US \$149 per month

This prime exposure position is the first thing seen by visitors to SourceIML.com. Your full color, run-of-site banner ad gives your company a competitive advantage with its free hyperlink to your own website. Rotating top banner ads appear on all pages, including the SourceIML home page.

Side Banner Advertisement: US \$95 per month

This high visibility position is seen by visitors as they search SourceIML.com. Your full color side banner ad includes a free hyperlink to your company website. Rotating side banner ads appear on all pages, including the SourceIML home page.