

PHOENIX RISING

Fall 2011

Phoenix Packaging, Inc. 1201 Avenue N Plano, Texas 75074

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Phone: 800/369-0317 Fax: 972/422-4820 Hours: 8 a.m. to 5 p.m. CST, Mon.-Fri.

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EDP Laser (Rem); Semi Gloss
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Phoenix Can Give You Options

Although we are in the oddlot business, we supply products to our customers which are a great value for the dollar spent. We discount 30-60% depending on whether the material is a paper or film.

We want to be known as an option supplier. We have many options where we could fit any company buying pressure sensitive products. Your choice to utilize our company for your spot buys can provide you with a fatter bottom line. Give us a try—we want to be an option every time you're in a highly competitive situation or when you only need two or three rolls of some non-stocked product. You know how often that situation comes up: two or three times a week.

Let us show you what we can do—our materials are warranted for processability and adhesion. We stand behind everything we sell that's a promise and a guarantee!

Jim Butterly

James Butterly Sr.



*Happy Holiday Season
from your friends at
Phoenix Packaging*

Quarterly in your mailbox, Every day online

Phoenix Rising will be mailing their newsletter every three months to their clients. The monthly specials will be online every month. Go to www.phoenixpkg.com, No web-site registration is necessary. If you'd like to start receiving the newsletter on-line instead of USPS mail, email service@phoenixpkg.com



PHOENIX PACKAGING

1201 Avenue N, Plano, TX 75074

800/369-0317 Fax: 972/422-4820

Mailed to 2,435 label printers every quarter

www.phoenixpkg.com

Mention this ad to receive these special prices!

MONTHLY SPECIALS

Semi Gloss Removable

R-128

40# Liner

78 rolls 9x10,000

\$.21/msi

EDP Laser Removable

R-5423

50# MF

97 rolls 6x10,000

\$.10/msi

2.3 Mil White Laser

Polyester

RP-37

60# Liner

\$.75/msi

Phoenix Packaging is your

SUPERSTORE

Phoenix has relocated to a 23,000 square foot building where we can service most any requirement for pressure sensitive adhesive materials.

These items may convince you to choose our products:

1. We mail our active customers an exact copy of our inventory each month.
2. We fax interested customers information on the items they buy from us each month.
3. We have the most extensive listing of any supplier in the oddlot segment of the pressure sensitive industry.
4. We offer more films than anyone else in the oddlot business.
5. We ship within 24 hours on pull orders; 48 hours on slit materials.
6. We warrant all of our products for processability and adhesion.

In these tough economic times, it is a great feeling to give the customer what they want, not what we want and at a staggering discount to list price. How can you beat that! We can do the job for you—give us a call on our toll-free number.



Please note: the adhesive comparison sheet on the back of the inventory listing will aid in your vendor identification. The first letter of each mill is the first letter of the adhesive code with the exception of Fasson (S—same as their adhesives) and Flexcon (V—same as their adhesives).

Quotes of the Month

"If you find a path with no obstacles,
it probably leads nowhere."

Ben Franklin

"No public man can be just a little
crooked."

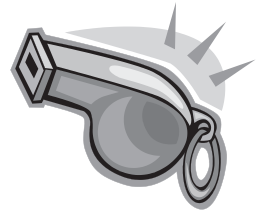
Herbert Hoover

"If you want work well done, select
a busy man—the other kind has
no time."

Elbert Hubbard



Phoenix Packaging is no longer using FedEx Saver for ground shipments, due to a significant increase in their rates. We are now using UPS Ground, which provides delivery in one to five days. If you have any specific questions about shipping, please feel free to call our offices.



Self-Image

"Our self-image, strongly held, essentially determines what we become."

"Self-image sets the boundaries of individual accomplishment."

"The 'self-image' is the key to human personality and human behavior. Change the self-image and you change the personality and the behavior."

"Your most important sale in life is to sell yourself to yourself."

All quotes are from Maxwell Maltz, American surgeon and author.

Your self-image determines the size of the box you live in. Expand your self-image and you expand the size of your box.

What is one ah-ha you've had which changed how you see yourself, your self-image? What is another breakthrough you're ready for now?

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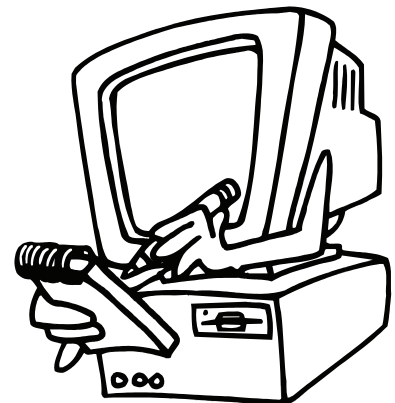
www.StrausUSA.com



Visit Phoenix Packaging's Improved Website

- 1) On-line, real time, ordering
- 2) Better customization for our customers
- 3) Expanded product categories
- 4) New product request feature
- 5) Sign up for alerts of newly arrived, discounted material
- 6) More product classifications than our competition.
- 7) 10% off of your first on-line order
- 8) Spec numbers available on most products upon request.

Phoenix Rising now available online!



Premier Cuts:

www.premiercuts.com
service@premiercuts.com

Phoenix Packaging:

www.phoenixpkg.com
service@phoenixpkg.com

In History This Season

- November 7, 1916 — Montana suffragist Jeannette Rankin is elected to the U.S. House of Representatives. She is the first woman in the history of the nation to win a seat in the federal Congress.
- November 9, 1938 — "Kristallnacht," or "Night of Broken Glass," leaves approximately 100 Jews dead, 7,500 Jewish businesses damaged and hundreds of synagogues, homes, schools and graveyards vandalized by Nazis throughout Germany and Austria.
- November 17, 1869 — The Suez Canal, connecting the Mediterranean and the Red seas, is inaugurated in an elaborate ceremony attended by French Empress Eugénie, wife of Napoleon III.
- November 23, 1936 — The first issue of the pictorial magazine Life is published, featuring a cover photo of the Fort Peck Dam by Margaret Bourke-White.
- December 3, 1967— 53-year-old Lewis Washkansky receives the first human heart transplant at Groote Schuur Hospital in Cape Town, South Africa.
- December 11, 1936 — After ruling for less than one year, Edward VIII becomes the first English monarch to voluntarily abdicate the throne (to marry the American divorcée Wallis Warfield Simpson).

The Heidi Game

With the beginning of fall football season, this is a great time to watch the big game on your big screen. But even if the game goes into double overtime, you can rest assured that you'll get to see the final minutes of play.

On November 17, 1968, the Oakland Raiders scored two touchdowns in nine seconds to beat the New York Jets--and no one sees it, because they were watching the movie Heidi instead. With just 65 seconds left to play, NBC switched off the game in favor of its previously scheduled programming, a made-for-TV version of the children's

story about a young girl and her grandfather in the Alps. Viewers were outraged, and they complained so vociferously that network execs learned a lesson they'll never forget: "Whatever you do," one said, "you better not leave an NFL football game."

The game between the Jets and the Raiders was already shaping up to be a classic: It featured two of the league's best teams and 10 future Hall of Fame players. By the game's last minute the two teams had traded the lead eight times. The game's intensity translated into an unusual number of penalties

and timeouts, which meant that it was running a bit long.

With a little more than a minute left to play, the Jets kicked a 26-yard field goal that gave them a 32-29 lead. After the New York kickoff, the Raiders returned the ball to their own 23-yard line. What happened after that will go down in football history: Raiders quarterback Daryle Lamonica threw a 20-yard pass to halfback Charlie Smith; a facemask penalty moved the ball to the Jets' 43; and on the next play, Lamonica passed again to Smith, who ran it all the way for a touchdown. The Raiders took the lead, 32-36. Then the Jets fumbled the kickoff, and Oakland's Preston Ridlehuber managed to grab the ball and run it two yards for another touchdown. Oakland had scored twice in nine seconds, and the game was over: They'd won 43-32.

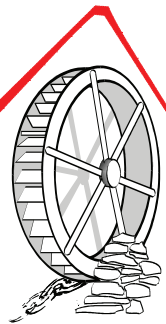
But nobody outside the Oakland Coliseum actually saw any of this, because NBC went to commercial right after the Jets' kickoff and never came back. Instead, they did what they'd been planning to do for weeks: At 7 PM, they began to broadcast a brand-new version of Heidi, a film they were sure would win them high ratings during November sweeps. Before the game began, network execs had talked about what they'd do if the game ran over its scheduled time, and they decided to go ahead with the movie no matter what. So, that's what

When you don't need the
"run of the mill."

- ❖ Quick Turnaround:
24 Hours
- ❖ 95 Items Stocked
- ❖ Exotic Materials a
Specialty

www.premiercuts.com

Premier
Cuts



Premier Cuts is offering short run premium materials with quick turnaround service to the narrow web label industry. We stock 95 specialty materials commonly used in flexographic converting, even satin cloth. We have made a serious commitment in capital assets in the levels of our stocked materials. We have mounted a focused effort to do this the right way; i.e., have the materials in stock; offer a wide variety of exotic materials; and ship within 24 hours (in most cases). We can smooth out the rough spots in your production process but you need to call us with the order!

Check us out. Premier Cuts can do the job for you! Call 1-800-747-8150

If you are a customer and want to advertise a piece of equipment, send us the information and we'll list it, free of charge.

This newsletter goes out to 2,435 flexo converters.

Italic items indicate new listings



CLASSIFIED ADS:

For Sale: 750 white chipboard label dispenser boxes, 4" X 2-1/8" X 4" National (Wholesale) Label. 541-883-3529, or nw-label@cs.com. (8/11)

Trade: Will trade two pieces of Property for 10" 6 to 8 color flexo printing press Call Mark @ Promark Label Inc. 909-424-0980 (6/11)

For Sale: 1) High Precision Harley Plate mounter Machine, 16" wide, Model TL618. 2) Turn Bar 7" Mark Andy 2200 (like new condition). 3) Allied Gear Press F1B, 10", 3 colors, Model 3C108, 1989. 4) ZOnline Energy UV system, 7 Lamp system used on Mark Andy 2200, 7", Excellent condition. Contact Doru Brezoi @DBrezoi@coastlabel.com or (714)426-0518 (12/10)

For Sale: ENTIRE COMPRESSED AIR SYSTEM. 40HP Quincy Rotary Screw Compressor, 180cfm, Model #QSB40WN-W32M; AirTek Refrigerated Dryer, Model #SC165, Little Giant Condensate Pump, Hankison Filter, 200+ gallon vertical air storage tank. VERY CLEAN SYSTEM - WORKS GREAT!!! Company merger made this system unnecessary in our operation. Contact Michael Meuser, 314-881-5810. (9/10)

For Sale: 10" wide Slitter Inspection Machine by Technopac: Asking- \$3950.00. 1982 Year Flexo plate maker by Kelleigh:

asking \$1450.00. 1993 Goldline Sheeter Stack, max 22" x 68" sheet fed 1, hooks to Mark Andy 9-10" press: asking \$2450.00. 1972 Mark Andy Flexo Label Maker prints up to 3 color web width 6"/all three stations have doctor blades. Takes up to 15k rolls: asking \$7950.00. Call for more info GR Labels, 747 N. Twin Oaks Valley Road, # 17, San Marcos, Ca. 920069 phone 760-744-2288/fax 760-591-4463/www.grlabels.com (9/10)

For Sale: AGFA Accuset 1000 Plus image setter. Media is 14" wide that may be loaded in a lighted area. We converted to digital plate making so we no longer need this image setter. Contact russ@baytechlabel.com 727-572-9311. (3/10)

For Sale: Domino Amjet A400 Three Head Serial Printers with A series converter cable assembly, A400 10M PRT GO, Encoder; Swivel Head Mounting Bracket, Encoder 24V 5000 impulse. High Speed Smart Eye – compact, versatile detector provides the "print go" signal to the printer, Editor GT System – Desktop PC/Monitor/Keyboard/Mouse, Editor GT-NT Graphical Controller Software; Mailable Tracker Card, A Series Inkjet Driver Software. Mounts on 10-16" web press/label press on or off line; very versatile. \$28,500 USD. Contact: Harold Dreis Performance Label Int'l Inc. 619-429-6870 ext 104. (12/09)

Do YOU have something to list?

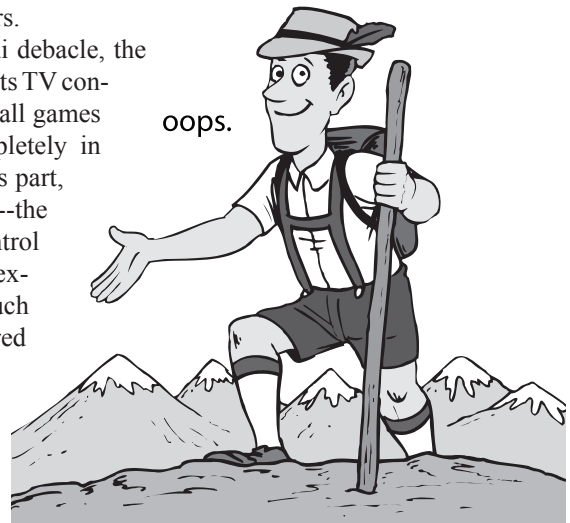
NBC programmer Dick Cline did. "I waited and waited," he said later, "and I heard nothing. We came up to that magic hour and I thought, 'Well, I haven't been given any counter-order so I've got to do what we agreed to do.'"

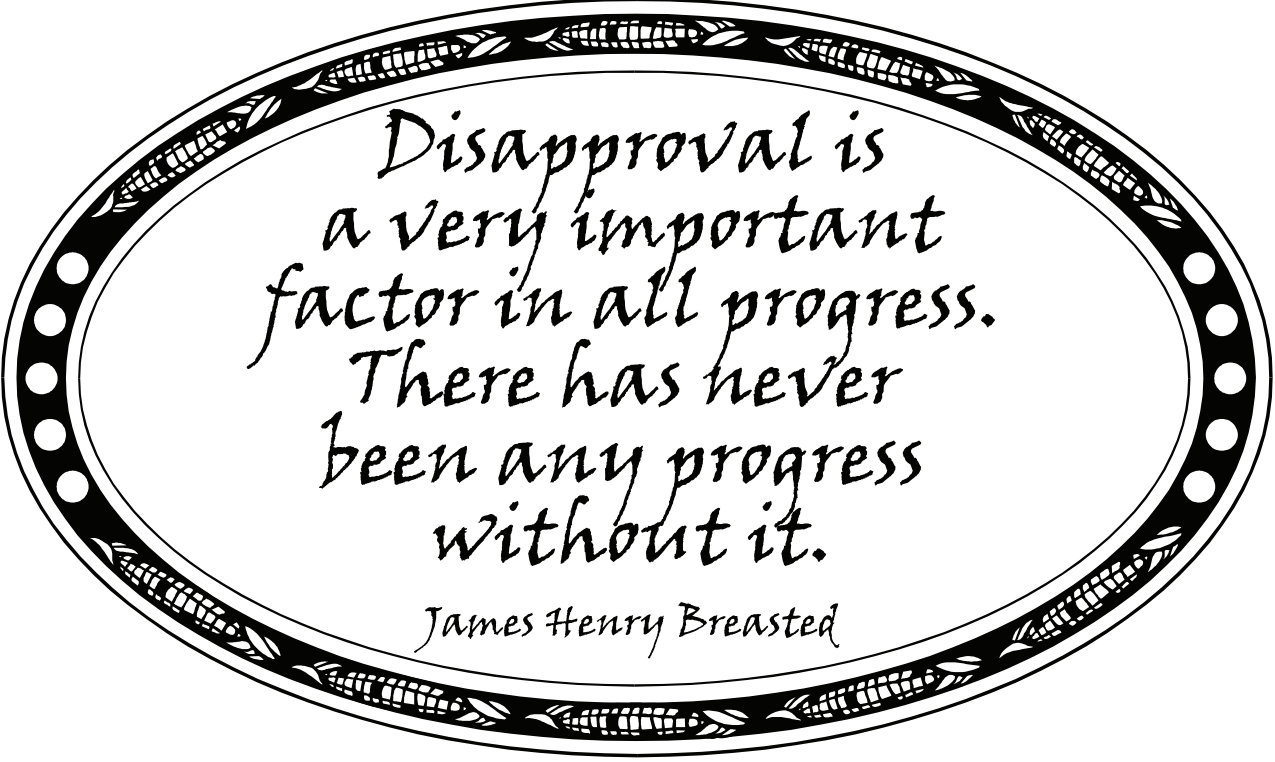
NBC execs had actually changed their minds, and were trying to get in touch with Cline to tell him to leave the game on until it was over. But all the telephone lines were busy: Thousands of people were calling the network to urge programmers to air Heidi as scheduled, and thousands more were calling to demand that the football game stay on the air. Football fans grew even more livid when NBC printed the results of the game at the bottom of the screen 20 minutes after the game ended. So many irate

fans called NBC that the network's switchboard blew. Undeterred, people started calling the telephone company, the New York Times and the NYPD, whose emergency lines they clogged for hours.

Shortly after the Heidi debacle, the NFL inserted a clause into its TV contracts that guaranteed that all games would be broadcast completely in their home markets. For its part, NBC installed a new phone--the "Heidi Phone"--in the control room that had its own exchange and switchboard. Such a disaster, the network assured its viewers, would never be allowed to happen again.

oops.





*Disapproval is
a very important
factor in all progress.
There has never
been any progress
without it.*

James Henry Breasted