

# TEAM NEWS

Volume 5 Issue 1 January 28, 2008

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## **OH, NO! NOT AGAIN!**

If anyone has been following the price of paper pulp, oil, and platinum, the headline to this story should not be coming as a surprise. All three items which make up our raw material have been steadily increasing in price through 2007 and are now at record price highs for the past several months. The raw material suppliers have begun to send notices to all their customers about price increases which will be going into effect in early though mid-March. These increases are in the range of 5-7% range depending on each SKU of pressure sensitive label material or non-PS being affected.

DLS recognizes that an increase of this size is not going to be welcomed by anyone and everyone would want to avoid the increase at all costs. Unfortunately, the best effort we can make is to work with you and your customers on how best to defer the increase for as long as possible. Members of the DLS team will be contacting all of our customers to try and help you and your customers to work through the material increase. We recognize this is going to be difficult due to the competitive nature of business today, but you probably have seen increases in gas, food, etc. over the past year and the pressure sensitive label industry is not any different. You can also remind your customers that we have not experienced any price increases since February, 2006.

Copies of our supplier's raw material increase letters are available through our estimating department. One supplier, Avery-Dennison, will also be providing us with a detailed history of what is happening with raw material pricing complete with graphs. We hope all this detail will allow you to properly present the situation to your customers.

## **GREEN IS THE WORD**

You may have started to get some inquiries from your customers regarding any GREEN initiatives your suppliers are attempting. At DLS we have been busy working on ways to become more environmentally friendly from recycling our trim waste, the type of packing materials used, to looking into higher post consumer waste (PCW) in the papers we use to convert labels.

The above paragraph was in our November newsletter and while not a lot of breakthrough products have been announced. I have learned about new papers being developed out of corn stalks and new recyclable adhesives which will allow our base materials to become more easily recyclable instead of becoming part of the land fill problems we all face. More information will come in the months ahead.

You will hear from us from time to time as we have new offerings. Please contact us for a full catalog and price list of our labels and ribbons, 800-397-3013 x2 or e-mail Dominick Manzo at [dmanzo@teamdlsolutions.com](mailto:dmanzo@teamdlsolutions.com).

Please call us if you do not wish to be contacted in the future, 800-397-3013 x2.

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