



**FOR IMMEDIATE RELEASE:**

**Ritrama's Custom Solution Builder is Now Available Online**

Minneapolis, MN, March 24, 2010 – Ritrama, Inc., launched its Custom Solution Builder program in late 2009 to give label printers the ability to quickly create custom products from Ritrama's wide selection of facestocks, adhesives, and liners. The program has now been expanded and includes an online tool to easily create and submit constructions for quote.

"As more attention is focused on large volume, commoditized products, the availability of custom products and support programs to the label market has been neglected," states Christopher Paskey, Vice-President, Roll Label Division at Ritrama. "The Custom Solution Builder program helps our customers easily source these products with reasonable minimum order quantities and a quick turnaround."

This online tool is available at [www.ritrama.com](http://www.ritrama.com). Click on Products → Roll Label → Custom Solution Builder → Submit Request Online for a full listing of our materials and to request a quote for custom constructions. Custom Solution Builder products are shipped in less than five days with no additional slitting charges.

Please visit [www.ritrama.com](http://www.ritrama.com), contact your account manager, or call customer service at 1-800-328-5071 for more details.

**About Ritrama, Inc.**

Ritrama, Inc. is a group of international companies dedicated to the worldwide manufacture and sales of specialty self-adhesive materials. Ritrama, Inc. manufactures a full line of pressure-sensitive film label stocks for the Prime, Beverage, Health & Beauty, and OEM markets. Our full range of product capabilities includes products such as: traditional and specialty films with print enhancing topcoats, engineered solvent and water-based adhesives, with a variety of paper or film liners to meet your specific processing needs. With recent investments in technology, we have greatly improved our position in the signage, RV, marine and automotive industry.

The commitment of Ritrama is to provide you with excellent quality, innovation and worldwide service. Ritrama US headquarters is located at 800 Kasota Avenue, Minneapolis, MN 55414 and we can be reached at 1-800-328-5071. To know more about our company, go to [www.ritrama.com](http://www.ritrama.com).

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