



**FOR IMMEDIATE RELEASE:**

**Ritrama's Roll Label Division Announces the Launch of the Custom Solution Builder™**

Minneapolis, MN, November 20, 2009- Ritrama, Inc., a world leader in the supply of pressure sensitive adhesive based roll labelstock, is well known for its ability to provide custom solutions to meet each customer's special needs. Today, Ritrama launches the Custom Solution Builder™, a product development tool for our customers to quickly and easily combine all of the adhesives, film facestocks, and release liners that we provide to create unique constructions for demanding end use applications. The guide provides the start point for developing these products, and outlines the details of the program including minimums and enhanced service parameters associated with the program. This guide is the ideal tool for customers that require small minimum order quantities and unique combinations of materials. Additionally, the guide provides Ritrama adhesive and facestock compatibility information as well as printing guidelines to assist with product selection.

Custom Solution Builder™ products are shipped in less than five days with no additional slitting charges.

Please contact your account manager or call customer service at 1-800-328-5071 for a copy of the Custom Solution Builder™ guide, or visit us at [www.ritrama.com](http://www.ritrama.com).

**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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