

Buzz Sales Company, Inc.

SOME FREQUENTLY ASKED QUESTIONS...WE THOUGHT YOU'D LIKE TO KNOW

WHY CHOOSE BUZZ SALES COMPANY FOR MY INK REQUIREMENTS?

Buzz Sales Company is the world's leading producer of water-based die-stamping inks. More engravers use "Buzz Inks" than any other brand. There must be a reason.

IS IT BECAUSE BUZZ SALES COMPANY'S INKS ARE THE LOWEST PRICE?

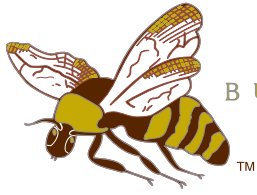
No, not at all. In fact, Buzz Inks may be, on average, the *highest priced* of all inks available. (Yes, you read it right.) "You can't make a silk purse from a sow's ear," as the saying goes. Neither can you make the best performing inks by using anything but the very best ingredients, the best equipment and techniques, and the most dedicated personnel. We use only the best. It shows. But it costs a bit more.

THEN WHY DO BUZZ INKS CONSISTENTLY OUT-SELL ALL THE COMPETITION?

Because they *out-perform* the competition. They consistently and dependably deliver the best and most trouble-free results overall. The "low price" of ink pales quickly in comparison to the real and substantial "costs" of lost or excessive press time, wasted paper, and lost credibility in the marketplace. It just makes sense to spend a little more for ink that proudly and beautifully shows off the finest printing process rather than try to skimp by. After all, even though ink is one of the lowest cost components in the intaglio process, it does the most to exhibit all the rest of the craftsmanship, design and artistry involved in the work. Inks literally "make or break" each job. And Buzz Inks are simply The Best. That's why Buzz Sales Company supplies the most product to the best and most successful engraving companies in the world. Buzz Inks may be a little higher priced, but they consistently deliver the *greatest value* and so *the lowest real cost*.

WHY ARE PLASTI-TONE™ INKS THE BEST?

Plasti-Tone™ Inks deliver more *value* per pound than any other die-stamping inks in the world through better performance with fewer problems. They have a proven record for consistent, dependable reliability.



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WHAT CHARACTERISTICS MAKE THEM SO GOOD?

Plasti-Tone™ Inks are press-ready for ease of use and consistent performance. Plasti-Tone™ Inks are also totally rub resistant when dry. We use an exclusive anti-rub agent in our inks that works. They also stamp very sharp and the resulting impression is one of great integrity. Our inks meet the challenges of variety and strength in the pressroom.

WHAT ABOUT SHELF-LIFE?

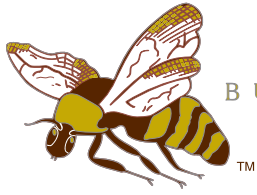
Unlike almost all other brands of water-based ink on the market today, Plasti-Tone™ Inks have virtually *unlimited* shelf-life and will *never* harden in a closed can. This makes it risk-free to buy in quantity to save money. We have documented instances of our inks being ready to run after more than 10 years on the shelf! Also, Plasti-Tone™ Inks are unaffected by freezing.

DO PLASTI-TONE™ INKS REQUIRE ADDITIVES?

We believe if an additive is required to make an ink perform its intended function, then it should be added at the time of manufacture--not at the press. The required use of additives is a hidden cost added to cheap ink when the additive must be purchased in addition to the ink itself, plus the time spent adding it. Our approach to additives is to use them only to enhance the ink for a particular purpose for a particular application. By using them only when necessary, you pay only for the extra performance when you need it, but not when you don't. We have a limited line of additives available to enhance adhesion, speed drying, add tack, or to extend ink life. The only *required* additive to Plasti-Tone™ inks is *water!*

WHAT ABOUT GOLD-TONE® INKS? WHY ARE THEY THE BEST METALLIC INKS?

Gold-Tone® Metallic Inks are used by more engravers world-wide than all others--*combined*. They are available in the widest assortment of stock shades as well as custom blends. They are made in 3 different vehicle systems--Original, Formula-2, and Premium--which make them compatible for more types of work and more applications than any others. A perfect example of Buzz Sales Company's ability to provide products that allow the most flexibility and creativity in the engraving process. Gold-Tone® Inks have the best overall record for remaining tarnish-free, stamping smooth, and lasting brilliance.



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WHAT IS THE DIFFERENCE IN THE 3 VEHICLE SYSTEMS?

ORIGINAL is the ink that put Buzz Sales Company into the forefront of engraved metallics more than 40 years ago. It requires a porous surface to adhere to, but delivers a strong, resilient impression that burnishes well. FORMULA-2 was developed primarily for scholastic and recognition engraving--announcements, diplomas, certificates--that often require the ink to adhere to a foil (uncoated type) background. PREMIUM is our most popular metallic ink today as it stamps very smooth on the first run, allowing the necessity to burnish less often. It also adheres well to many kinds of backgrounds and exhibits high brilliance.

BUZZ SALES COMPANY, INC. "...your partner in making the *BEST* impression."