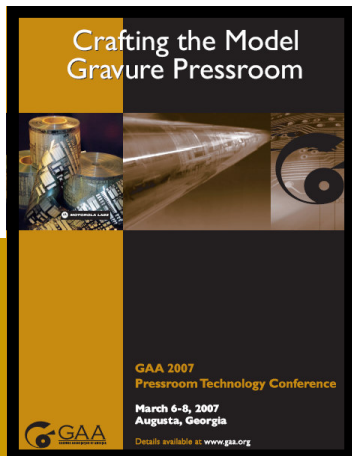


Crayola®'s Perspective on a Model Pressroom March 6th, 2007

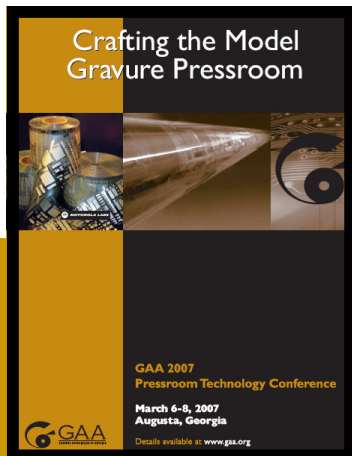


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Crayola®'s Perspective on a Model pressroom

Discussion Points

- Color Consistency
- Process Stability
- Flexibility
- Intellectual Capital versus Machine



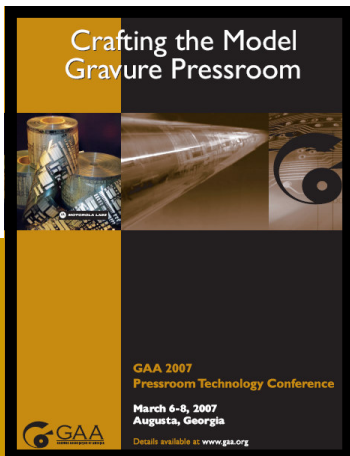
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COLOR CONSISTENCY

Crayola is synonymous with crayons and color. Our equity is in the ability of the consumer to immediately recognize our product by our traditional yellow and green Packaging

Means to Color Consistency Begins with the Basics

- Ink Color Standards**
- Ink Characterization**
- Periodic Color Checks**
- Visual Inspection Systems with Automatic Fault Detection**
- Handheld Spectrophotometer at press**
- Standard Light Booth at press**
- Cylinder Wear Inspection**



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PROCESS STABILITY

Much in the way color is important, product functionality is crucial to the positive success of the child's experience

Critical Process Parameters

- **Automatic Registration System**
- **Dryer Airflow**
- **Dryer Recirculation Rate**
- **Dryer Temperatures**
- **Ink Viscosity Adjustment**
- **Impression Pressure**
- **Blade Pressure**

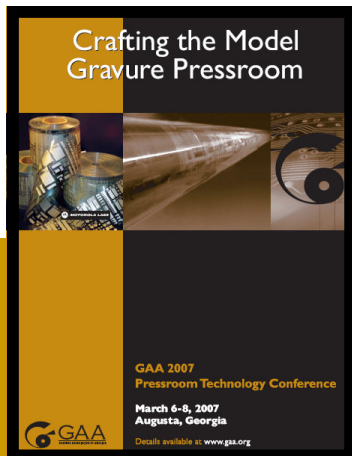


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FLEXIBILITY

Products do not just materialize. It takes hard work and dedication to testing

- **Press time available for R&D**
- **Ability to engrave and re-engrave cylinders quickly**
- **Capable maintenance department**

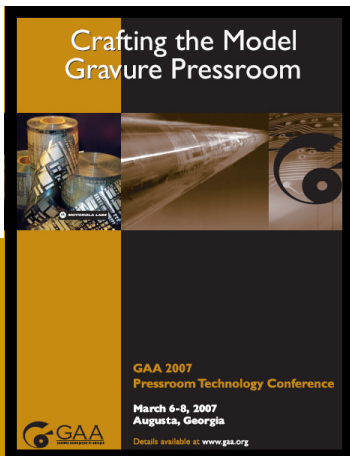


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INTELLECTUAL CAPITAL VS MACHINE

**A Ferrari in the hands of a novice does not go very far.
Likewise Michael Schumacher in a Yugo is somewhat limited**

- **It is not what you can do when you have all resources available, but rather what you can achieve with the little you may be given.**
- **Having the right people with a solid skill base in engraving, printing, quality control and maintenance is paramount. Without them, the most state of the art machine cannot function**



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