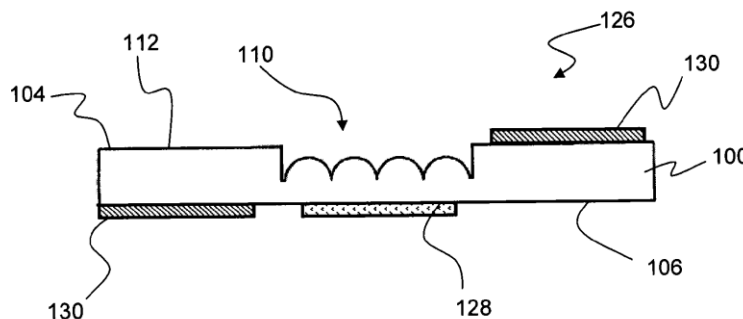


# Travel Tags, Inc. Granted Patent for Dimensional Products with Visual Effects on Pre-Selected Areas of a Lens Sheet

## Patent No. 8,693,101; “Lens Sheet Having Lens Array Formed in Pre-Selected Areas and Articles Formed Therefrom”

INVER GROVE HEIGHTS, MN – May 16, 2014 – Travel Tags, Inc., a worldwide leader in the manufacture of products containing dimensional or visual effects, including Travel Tags’ custom INFINIDDEPTH® printing technology and lenticular printing technology, was recently granted U.S. Patent No. 8,693,101 titled “Lens Sheet Having Lens Array Formed in Pre-Selected Areas and Articles Formed Therefrom” by the United States Patent and Trademark Office. The ‘101 Patent generally describes products that contain “spots” or areas on a sheet that have pre-selected placement of lenses and other areas of the sheet that do not contain lenses, allowing for the printing of dimensional or visual effects on very specific locations of the sheet. Below is an example of Travel Tags’ Spot Lens:



For over forty years, Travel Tags has held a passion for innovative solutions that provide customers with unique and exclusive printed products. They do this by staying current on new technologies, developing applications and investing in new and improved equipment and processes. Travel Tags’ worldwide patent portfolio consists of over 100 owned or licensed patents (granted or pending), including this new advancement.

Dimensional printing includes various types of printing to accomplish special or unique graphic effects, including the illusion of depth and motion. Lenticular printing and INFINIDDEPTH® printing are two such examples of dimensional printing. Each is accomplished by utilizing graphics that are specifically prepared and combining said graphics with lens sheets, including lenticular lens sheets, fly’s eye lens sheets and other lens sheets, each of which is made up of an infinite number of little lenses of various, pre-determined shapes. Contact Travel Tags to learn more about dimensional printing and the various options Travel Tags has to offer.



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“Our customers have one more option to ponder when considering integrating dimensional into their product or packaging solution,” stated John Tomczyk, vice president of innovation for Travel Tags. “Before this patent, individuals would either have had to adhere lenses to the surface of their product, or utilize an entire section of lens as their product.” Tomczyk continued by stating that “there was a niche market that we identified, worked through the possibilities of what it would take to manufacture efficiently, and patented the process that we feel brings these capabilities to market.”

## **ABOUT TRAVEL TAGS**

Travel Tags, Inc. is a global manufacturer of unique gift card solutions under the Travel Tags brand, and specialty print products under the Virtual Images brand. A partner to some of the world's most respected brands, Travel Tags produced over 500 million gift cards and shipped to 35 countries in 2013. The company has an impressive history as an innovative trend leader, generating customer-driven solutions and the highest quality available in the markets we serve. Travel Tags' turnkey solutions include design, fulfillment, packaging, personalization and a broad range of specialty printing.