

## News Release

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**For Release: May 28, 2008**

### Online Proofing Software Links To Web Enabled Inventory Management Services To Eliminate Traditional Delays In Supply Management Process

**Miami, Fla.,** – Original Impressions, LLC, a full service marketing communications company, today announced its proofing software, labeled “OI Proof” is being linked to its Inventory Management and Fulfillment processes, thus eliminating traditional delays due to internal checks and balances, the need for various approvals and other logistical issues.

When the inventory of an item being managed by Original Impressions reaches the re-order level, the digital art file of the item is sent via e-mail to the list of designated individuals who need to make comments and/or approve the item before it goes to print. The comments of each individual are made and tracked online, kept in an organized manner by color coding the source and keeping the responses in a log. This process allows Original Impressions’ customers to expedite the approval process, because comments and any required changes can all be accomplished within 24 hours.

OI Proof is linked to Original Impressions’ own Inventory Management exclusive CEMI software, and because Original Impressions is a full service marketing communications provider with its own graphics and printing equipment, if changes are requested, they are made promptly and the file is sent straight to print after a final approval has been secured. The entire process is transparent to the supported sources. This efficient process streamlines the supply management chain and reduces the possibilities of running out of any inventory items being managed.

“This proofing software simplifies the process of supply management at the stage, which has traditionally been a challenge for many companies – large or small,” said Roland B. Garcia, Sr., founder & CEO, Original Impressions, who has been a pioneer in Inventory Management since 1975. “This is because business men and women are doing more work with less lead time, so they do not have the luxury of writing e-mails, forwarding them, following up on them and persisting on receiving the necessary approvals to proceed. They have to move with speed and as a partner in the process, we share that sense of urgency.”



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### **About Original Impressions:**

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Healthcare, Hospitality and Pharmaceuticals. Original Impressions is one of the first triple certified Marketing Communications Partner in Florida, authorized to purchase FSC, SFI and PEFC certified paper and print the certified logos. It is one of the “Top 100 Minority Businesses in South Florida” and one of the “Top 500 Hispanic Companies in the U.S.” It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company’s Web site at [www.originalimpressions.com](http://www.originalimpressions.com).

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