

Photogram gets major patent approved *for its Gift card and Loyalty card product line.*

Montreal, Canada May 14th 2008. Photogram is proud to announce that after a long wait of 4 years, its pending patent for the manufacturing process of CR-80 lenticular cards has been officially approved by the United States Patent and Trademark office. Ref number no.: 7,370,809.

"We took several years to develop and optimize this unique manufacturing process which does not infringe on any already existing patent and production methods of the lenticular industry" said Pierre Gougeon President of Photogram. Our product line has passed all required personalization and compatibility tests and meets all required industry specifications. The Photogram patented production process allows us to use a more powerful lenticular lens and therefore enables us to create visual effects and fluid animation which are much more impressive. *"Our new generation of CR-80 cards, which will be marketed under the name "HD Dynamic cards", is delivering a very distinctive visual signature which provide a stronger sense of added value and a greater brand recognition"* said André Loyer, Vice-Président sales & Marketing of Photogram.

Photogram is already serving prestigious clients such as: Bath and Body Work, HBC group including: The Bay, Zellers, Home outfitters, Design Depot and more... Photogram is also in discussion with major players in the card industry who wish to implement a State-of-the-art lenticular CR-80 card program to their existing product line.

Photogram will be working in close collaboration with **Impact Printing Solutions** who recently signed a collaboration agreement with Photogram as business development group in the USA market. **Impact Printing Solutions** has a strong track record in commercialization in the lens printing industry. *"Several retailers are searching for a high quality supplier such as Photogram who can create a unique lenticular Gift and loyalty card program"* said, Royce Strahan a well known figure in the card industry you worked several years with S.V.S.- Comdata before taking on the position of Director of Print Operations at **Impact Printing Solutions**.

About Photogram

Photogram is the industry leader in **High-Definition Dynamic Printing** (Lenticular), recognized internationally both for its exceptional product quality and impressive achievements. With activities spanning *Canada, the U.S., Europe and Asia*, Photogram is able to assure top quality at highly competitive rates to businesses from small size to Fortune 500.

For more info visit www.photogramtech.com or contact us at

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