

NEWS RELEASE

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For Immediate Release

CUSTOM INDEX, INC. ACQUIRES COLOR TRAC LABEL SYSTEMS; OFFERS ITS DEALERS BROADER PRODUCT LINE AT MORE COMPETITIVE PRICES
Manufacturer of Custom Index Tabs and File Folders Diversifies with Eye toward Stronger Financial Future, Brings Full-Service Capabilities In-House With Addition of Color Coding Labels

TOTOWA, N.J., November 29, 2011 – [Custom Index, Inc.](#), a leading manufacturer of custom index tabs and file folders based in Totowa, N.J., has acquired a former supplier, Color Trac Label Systems of Minneapolis, MN. The acquisition, announced by Custom Index CEO Nafees Rahman, means that its dealer network can now purchase color-coded label systems, used for a multitude of industries (medical, automotive, schools, manufacturing, etc.) from Custom Index at a more competitive price than before the Color Trac purchase. Custom Index's dealers buy and distribute its index tabs, file folders, filebacks, copier tabs, and legal dividers throughout North America.

"We are known nationwide for manufacturing and distributing custom index tabs and file folders but we were missing color coding labels from our product distribution mix," said Rahman. "By diversifying our product line to include labels, we now offer our customers a complete range of filing solutions at competitive pricing. In addition to distributing the labels, Custom Index can now apply any label system to any of our products; this makes Custom Index the only manufacturer in our industry to offer a true one-stop shop under one roof."

Rahman added that the label operation has been relocated to the company's New Jersey facility, which will create production efficiencies for Custom Index and cost efficiencies for its customers. "Shipping costs will be lower because the labels will come directly from Custom Index instead of a third party; they can be shipped to our dealers along with their orders of custom file folders or index tabs." Custom Index also produces custom Dymo labels under a private brand name.

Custom Index had originally approached Color Trac in order to buy its color labels to distribute; Color Trac's owners were interested in selling Custom Index more than labels as it turned out, and they sold them their company instead. By increasing its product line, Custom Index continues to be a leader in the industry with bold moves at a time when many other companies are cutting back.

"We have our eye on the future and on growth," said Rahman, "and diversification was an important first step in solidifying our position as a leader in our industry. With this expansion we are in an even stronger financial position today than ever before. Fiscal stability is still under threat in America and in manufacturing —but not at Custom Index."

For more information about the custom and stock filing solutions available from Custom Index, go to www.customindex.com or contact Anthony Presti, director of business development and marketing, at (800)291-3865 or anthony@customindex.com.

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[About Custom Index](#)

Founded in 1982, Custom Index has grown to become one of the nation's largest manufacturers and distributors of custom index tabs, file folders, filebacks, legal dividers, and copier tabs. In late 2011 it began distributing color-coded label systems, with the acquisition of Color Trac Label Systems. Custom Index operates and distributes out of a 128,000-square-foot factory and warehouse, which allows it to offer faster turnaround time and tighter quality controls than its competitors. Custom Index is certified by the Sustainable Forestry Initiative (SFI) and the Forest Stewardship Council (FSC), agencies that advocate for responsible forest management. For more information about its full range of filing solutions for the legal, medical, financial, and education fields, visit www.customindex.com.