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## 'PEEL-N-PLACE' STICKER CUPS SHOW SUPERHEROES 'IN ACTION'

Innovative use of labels adds play value to "Transformers" cup

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INVER GROVE HEIGHTS, MN - IGH Solutions has combined two kid's summertime toy favorites – peel-and-place stickers and lenticular promotional cups – to help promote the movie "Transformers: Revenge of the Fallen" and create a new type of interactive drinkware.

This technology is seen on 7-Eleven's Slurpee promotional campaign and tied to the release of the movie "Transformers: Revenge of the Fallen". The 12-ounce plastic cup features movie background art and removable Transformers stickers, which can adhere to the cup to recreate multiple film scenes.

IGH Solutions collaborated with 7-Eleven, its agencies, and Technimark -- the cup molder -- in creating and producing the 'peel-n-place' sticker cups. The product, part of IGH Solutions' Xtreme Graphics line of decorated drinkware, is available for other promotions in multiple sizes ranging from the 12oz. tumblers to a 52oz. traveler mug.

For more information about Xtreme Graphics, visit [www.xtremegraphics.com](http://www.xtremegraphics.com) or call 866.420.2526

### ABOUT IGH SOLUTIONS

IGH Solutions is a world leader in developing and delivering unique and innovative solutions centered around specialty and dimensional printing and related services. IGH Solutions serves as an umbrella over strategically located specialty print studios, sales offices and manufacturing facilities. The company has more than 30 years of printing experience and is the world's leading provider of high quality lenticular large format and custom printed plastics. For more information on IGH Solutions, visit [www.ighsolutions.com](http://www.ighsolutions.com)

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