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LasX Takes Gold and Silver in FSEA's 2009 Gold Leaf Awards.

LasX and its **Contour Creations**[®] team are pleased to have been selected as both gold and silver winners of the Foil & Specialty Effects Association's 2009 Gold Leaf Awards in Laser Cutting. The Gold Leaf Awards showcase eye-catching greeting cards, packaging, labels, and presentation and promotional materials that unmask the extraordinary with unique effects that represent quality, add value and shelf presence, and enhance individuality and security.

Of the over 200 pieces that were entered, each was judged on design, execution, and level of difficulty in 28 different categories, with LasX taking the top two honors in the Laser Cutting category. The 350 West Broadway invitation received the Gold award for combining both laser scoring and through-cutting in a two-stage process with vision re-registration. The directional folding provided by the laser process yields a structurally unique card that elegantly displays how technology enhances design. Likewise, the Building Opportunities promotional card received Silver by combining printed details with laser cuts to showcase the accuracy and design intricacy that can be achieved with laser processing.

LasX is proud to be recognized for its commitment to furthering design innovations through top quality craftsmanship made possible by LaserSharp technology. This technology marries laser processing with vision cameras and patented controls to yield designs with smaller feature sizes and tighter tolerances than are possible with traditional die cutting methods. Whatever your design goals, LasX and Contour Creations can help you create eye-catching greeting cards, business correspondence, and promotional pieces with impact.

Foil & Specialty Effects Association:

The Foil & Specialty Effects Association serves as a resource and educational platform for the use of various technologies to enhance designs in the print finishing industry. FSEA's annual Gold Leaf Awards competition continues the association's commitment to facilitating and rewarding the most creative, brilliant, and technically difficult works throughout the graphic arts community.

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