



**AMHERST LABEL**

# Links

**When it comes to LABELS, we really apply ourselves!**

## Not Your Average Label Company

How Amherst Label got involved in the Critter Control Business

At Amherst Label we are proud of the reputation for industry knowledge and creativity that we have developed over the last 28 years. Our customers know they can turn to us and count on us no matter what their converting needs may be and we will lead them in the right direction. We are far more than just a label manufacturer.



Mark Ravenelle, Entrepreneur  
All Things Wild Merrimack, NH

Over the years we have used our knowledge and printing expertise to assist in the development of some unusual and challenging printing jobs. These include: medical masks; clear protective sleeves; flexible packaging for suntan lotion sample packs and single serving packs of lemon or lime for tea and many other not-your-average labels.

Most recently, Amherst Label has had the opportunity to assist an entrepreneurial customer in the critter control business. This customer is Mark Ravenelle from All Things Wild in Merrimack, N.H. Mark's company facilitates the compassionate removal of any and all furry, slimy or fuzzy creatures residing in a place where they are not welcome. Mark spent years working in the computer industry in several different capacities until his love of animals and a career change motivated him to purchase a critter control business in 1997, now called All Things Wild.

Mark's first obligation is to remove the unwanted creature, but he does it with tremendous consideration for the creatures' welfare. Recently, Mark discussed two of his most memorable removals. The first was the surprising moment when he found a possum at the top of a flight of stairs in an office building. He was able to catch it by the tail with his bare hands! The second most memorable was catching an unwanted ten foot Burmese python and keeping it as a pet.

Now - as Mark puts it - his creative energy has gone to the birds! Amherst Label has been assisting Mark in the development of a bird deterrent system called KABA (Keeps All Birds Away). The system was initially created with the needs of the billboard industry in mind. Billboards are the perfect location *(continued on back)*

### SUMMER 2006

**Not Your Average Label Company:**  
How Amherst Label got involved in the Critter Control Business

**Need More Security From Your Labels?**  
Here are some ideas!

**Goodbye Queen Bee!**

**Meet Bob Covey**

**Amherst Label's Unsung Heroes**

**Free Giveaway!**  
Appointment Labels

**Want more info?**  
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**www.AmherstLabel.com**



NEW HAMPSHIRE STORIES, INC.

# Need More Security From Your Labels?

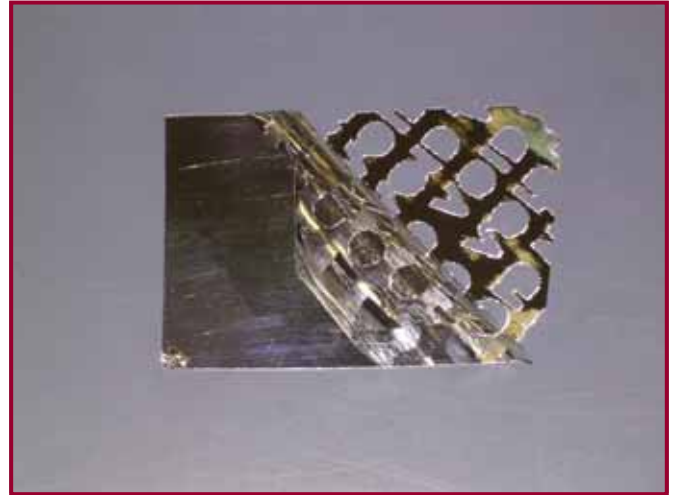
Currently, many companies look to their label manufacturer for labels that provide some type of security. There are many reasons for this needed security. A shopper may try to change the price tag, an operator may take a computer apart to try to fix it themselves, or a product warranty should be voided due to consumer tampering.

There are only a few stocks that can help these customers with their application, but they are very effective. However, the custom properties that make them effective can also make them quite expensive. Most of the time, cost is not an issue, because security is a bigger concern. Some of these stocks are destructible vinyl and "tamper-evident" polyester. With standard materials, tamperproof die cuts are also available.

Destructible vinyl does just what the name implies. After the material is applied to the surface and the adhesive has had time to set up, the label becomes destructible. If you were to try to pull the label up, it breaks into pieces and you can not get the label off the product as an entire label. This is very effective for warning labels, parking meter labels and other applications where you do not want the label removed.



*Tamperproof cuts on semi-gloss paper*



*Tamper-evident polyester with "void" pattern*

Tamper-evident polyester is a material that, after being applied and the adhesive has set up, will leave behind a checkerboard pattern or the word "VOID." The actual construction of the label breaks apart, making the label useless. This is very effective for warranty labels or computer labels on areas that should not be opened.

Finally, we can make a label destructible by cutting it with a special tamperproof die. This happens by using a standard paper stock and an additional tool to cut a random pattern of slits in the material. After it is applied and the adhesive has set up, it will tear along the slits - cutting the label into pieces. This is good for clothing or other department store applications so people can not change a label to get a lower price.

If you have any questions about these stocks or the application, please contact us! We can help you determine what your needs will be for your product. Samples are always available upon request.

Be Secure!!!



# Employee Spotlight

## Queen Bee leaves the hive

On Tuesday, May 2, 2005, Amherst Label honored Carol "Bee" Bouchard on the occasion of her retirement. After 17 years of very loyal service, Carol is leaving the sales staff. Carol has worked in the label industry for 23 years and is a very popular member of our team.

Carol was feted with a delicious dinner and a roast from her co-workers that highlighted her unique character traits and the many adventures that occurred during her tenure at Amherst Label. None of these remarks can be reprinted in this publication!

In the future, Carol will be found working in her garden and taking it easy with her two grown children, her beloved granddaughter Odell Rose, who nicknamed her "Bee," and her dog Elvis. We wish her many years of good health and happiness.



*In all her glory: Carol "Queen Bee" Bouchard*

## Meet Bob Covey



Bob is a colorful character with a zest for life and a deep appreciation of the arts, science and technology. He has been with Amherst Label for over 10 years as a printer in both the screen and flexographic departments, but his interests and talents are not limited to printing. When Bob is not at Amherst Label, you could find him at home in Vermont refurbishing vintage guitars, designing album covers, writing music, studying quantum physics, splitting laser beams, reading, working on a documentary about creating music or volunteering with autistic children.

Bob's passion for music began when he was five years old, playing his first Johnny Cash album over and over again. By nine years of age he had self-taught himself to play the guitar. Music runs deep in Bob's family – he attributes much of his musical talent to genetics. "Music is where I find my sense," Bob states, "it only exists in the moment. It is the purer art form." Bob has a diverse and varied love of music. Of the 30 hours of music he has written himself, there exist many genres, anything from string quartets, to electronica, to early British techno, rave and punk rock.

As a kid, Bob bought a 1954 Telecaster at a yard sale for \$150 and has been collecting guitars ever since. Today, his collection consists of approximately 30 guitars. Bob collects what is personally interesting to him by design, the year it was made, how it was made, or if it was used on a favorite musical recording. After finding a guitar for his collection, often one destined for the scrap pile, Bob's favorite thing to do is to make it right again by refurbishing, modifying and/or upgrading it. When asked about a favorite guitar in his collection Bob answers, "I can't pick a favorite because it all depends on the mood I am in or the music I want to play that day."

Bob is a talented and unique person. He thrives on knowledge and is always ready to learn about something new. "Thinking is my greatest passion!" says Bob Covey. Currently, he is working on a documentary to promote regional music which is set to air on Vermont Cable Access TV in the fall of this year.



# Unsung Heroes

In the background,  
working hard

These members of the Amherst Label team fill a valuable role in the success of our firm. However, they stay in the background, working hard to make your orders flow smoothly through our system.



**Jim Cutler**  
*Purchasing Manager*  
**12** years with Amherst Label  
**22** years in printing industry



**Peter Lippitt**  
*Accounting Specialist*  
**1.5** years with Amherst Label  
**20** years in accounting industry



**Wes Whitney**  
*Material Handler / Ink Technician*  
**3** years with Amherst Label  
**8** years in printing industry

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## ...Critter Control (continued from page 1)

for birds to settle down. Birds love billboards - both structurally and due to their locations, which are mostly near fast food restaurants. Birds ruin the signs, as well as creating health risks and a dirty environment. Traditional ways of bird trapping have been with nets, bird spikes and traps, but Mark knew there must be a more effective and humane deterrent.

Mark came to Andrea Philbrick at Amherst Label with his idea of using low voltage electrical currents (an animal training method that has been effective for over 70 years) to make the billboards or any other structure an uncomfortable place for a bird to reside. Mark needed help creating a durable, stable, and most of all, safe construction to house the low voltage wiring. With Andrea's assistance, Mark developed a product layering neoprene for durability, adhesive strips and Sola Tuf. The Sola Tuf is a rigid, weather-resistant material that is slick and a challenge on which to print. It is used to protect as well as blend the wiring into its environment so it is not noticeable.

KABA is now up and running and showing signs of great success, although Mark is the first one to point out that there is still some refining to do. Andrea and he are currently discussing possible UV and heat resistant varnishes to protect the system from potential fading and cracking due to sun exposure as well as different thicknesses to deter rain water build-up. Mark has a vision and Andrea is happy to help him bring it to fruition. Mark Ravenelle says, "I always feel like I can depend on the people over here - they are really patient. I love coming here."



*KABA (Keep All Birds Away) is  
a bird deterrent system*

## Contact Us!

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