

## FOR IMMEDIATE RELEASE

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### Brilliant Graphics /Sampco Co.'s Wins Coveted André Schellenberg Golden Image Award

**Pittsfield, MA, Oct 12, 2009** – Brilliant Graphics Group/Sampco Co. was recently honored with the Specialty Graphics Imaging Association (SGIA) André Schellenberg award for Tradeshow Displays and Exhibits. This prestigious award is given to digital printers and recognizes dedication and talent in creating the best of what digital imaging has to offer. The gold medal award was presented during the 2009 SGIA Expo in New Orleans.

“This is a remarkable honor”, said Michael O. Ryan, Founder and CEO of Brilliant Graphics. “It’s the combination of our years of creative design experience coupled with the world’s finest digital imaging technology that enables us to produce industry leading products.” The winning entry was a carpeted floor talker for the building materials industry. Brick pavers were captured on a Cruse HD Scanner, color matched and printed on carpet by a Durst Rho 800 printer. The end result was a reproduction of the pavers that was printed Color Perfect™ and difficult to distinguish from the original.

More than 90 companies from around the world entered the competition, submitting nearly 450 entries. The judging was conducted during the 2009 SGIA Expo. This year’s event drew in a wide range of innovative imaging products.

“The quality of work this year was exceptional. Judges in virtually every category told me the entries were so good that choosing winners was a real challenge,” said Johnny Shell, SGIA’s Vice President of Technical Services. Shell added that SGIA’s Founding father André Schellenberg Award is a technical competition. Prints are judged on the level of difficulty and quality of execution.

Winning the André Schellenberg Award for Tradeshow Displays and Exhibits puts Brilliant Graphics Group among the top world- wide digital printers in the world in terms of quality and capability. “The ability to consistently print such high quality products indicates that Brilliant Graphics is an expert at controlling the many variables involved in specialty printing,” Shell said.

Brilliant Graphics Group is a large format digital graphics company that specializes in graphic design, 3D high resolution scanning, direct to media printing, Fine Art Reproductions, photo laser imaging, digital die cutting, UV coating and film lamination. The company was started in 2008 as a subsidiary of Sampco Companies. Sampco Companies was founded 24 years ago by Michael O. Ryan. Today, Sampco Companies, headquartered in Pittsfield, has 5 national operations. The company has 300 dedicated employees and services the building materials industry segments markets which includes roofing, ceramic tile, brick, stone, flooring and architectural ceiling tile to name a few.

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