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Trade Magazine



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Featured Vendor

Impact Images



California Team

Impact Images is a family owned company. Fifteen years ago, owner, Benny Wilkins, was working for an art print publishing company that wanted an alternative to shrink wrap. In a brainstorming meeting, the idea for Crystal Clear Plastic Bags was born.

Three years later, the owners of the company agreed to sell part of the print division and the entire plastic bag division to Benny Wilkins. At that time there were only 14 sizes of clear bags.

Benny's philosophy was to serve all customers including individual artists. The word spread and Impact Images grew. There are now over 400 stocked sizes and styles of Crystal Clear Bags and those numbers are constantly increasing.

The standard Crystal Clear Plastic Bags that Impact Images offer are made of Biaxially Oriented Polypropylene. They are 1.6 mil thick and come with self-sealing, re-sealable, peel n' seal flaps. They also offer Hanging Bags, sealable bags with built-in hang strips, perfect for hanging merchandise in a store. Their Protective Closure Bags are becoming more and more popular; these bags feature the sticky strip on the bag



Tennessee Team

itself instead of on the flap. That way, items may be taken in and out of the bags without any chance of catching on the sticky strip. For those who don't want to mess with sealing the bags at all, they also offer No Flap Bags, bags with no flaps and no seal.

What makes these bags so great is their Crystal Clarity. They actually enhance the look of the products placed inside. They let the colors and the beauty of products show through while protecting them and allowing them to be presented and sold to the customer.

Hanging Bags are a big hit with scrapbook store owners and scrapbook product manufacturers. Many sizes are offered including sizes specifically for 12x12 paper and kit packs and smaller sizes for stickers, die-cuts, eyelets, embellishments, etc. They

just introduced their new top-loading hanging bags perfect for eyelets, brads, and other small embellishments.

In early 2001, Impact Images created a line of envelopes made especially for mailing cards. These clear colored envelopes now come in 19 colors and 7 sizes. Clear and Clear Colored Envelopes are a great way to mail handmade cards, invitations, brochures, advertisements and catalogs. More and more scrapbook stores are carrying these envelopes as scrapbooking and cardmaking continue to cross over.

In the Fall of 2003, Impact Images introduced two new products made specifically for scrapbookers and cardmakers. Bop Film and Bop Pockets. Bop Film comes in 12x12 sheets and can be used as page overlays or to back photos. It can be cut up into shapes, punched out as die-cuts, and stamped on or written on with permanent inks. Bop Pockets are 2" x 2" pockets or envelopes made from Bop Film that can be used as memorabilia pockets or shaker bags. Bop Film now comes in 13 colors and the Bop Pockets are available in 8 colors.

**Impact Images
owes much of its
success to
wonderful
customers who
spread the word about
their product!!**

Other products include clear pop-up folding boxes, clear checkbook covers, paper cardstock and envelopes, hang tabs, card jackets, clear round stickers, stretch loops, backing board, foam board, and vinyl bookmark, magnet and card holders.

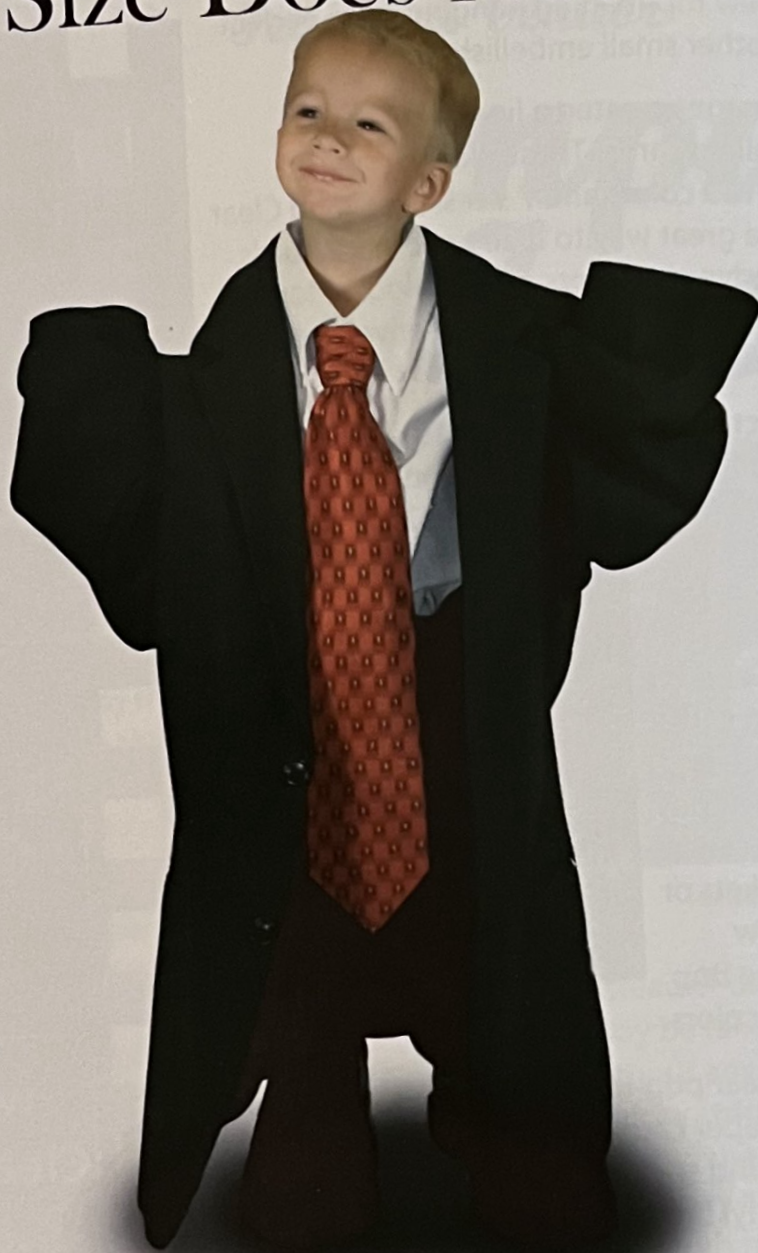
Impact Images has two locations. The main headquarters is in El Dorado Hills, California. Their second location is in Selmer, Tennessee. There are about 35 total employees that work between the two offices.

Impact Images owes much of its success to wonderful customers who spread the word about their product. They consistently advertise in about 30 publications, attend 5-6 tradeshows a year, and participate in other promotional activities, but word of mouth is always their biggest and best form of advertising.

If you would like to find out more information about Impact Images, go to their website at **www.ClearBags.com**.



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