

## IT'S ALIVE! COLLECTIBLE FULL-MOTION DRINKWARE HOLDS LIQUID ARTILLERY SLURPEE® BEVERAGE FOR G.I. JOE FANS

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INVER GROVE HEIGHTS, MN – G.I. Joe comes alive on four premium lenticular Slurpee® cups produced by IGH Solutions for a 7-Eleven® promotion leading up to the premiere of “G.I. Joe: The Rise of Cobra” movie. The collectable plastic cups use a new lenticular printing technology to capture full-motion video on cup labels.

Each collectible Slurpee cup (available this month at 7-Eleven stores while supplies last) features one of four characters – heroes Duke and Snake Eyes and anti-heroes Storm Shadow and Baroness – with each character appearing fully animated as a result of a new lenticular printing technology patented by IGH Solutions.

Since its release more than 40 years ago, G.I. Joe has been one of the most sought-after collectible toys for generations of kids (and adults). For the first time, collectors can own a mini-scene of animated film footage captured on a cup. The full-motion video effect is capable of capturing up to 24 frames of animation.

“The entertainment industry loves this printing technology for its ability to mimic sophisticated film imagery on movie merchandise,” said Ed Dedman, product manager for drinkware at IGH Solutions. “Retailers love it because it drives collectors into their stores and generates buzz in the action film merchandise blogosphere. We believe these one-second action-scenes enhance the collectability of these G.I. Joe Slurpee cups.”

### 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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