

JRS Pharma  
2023 Booth for SupplySide West

**Graphics Playbook**

Art files are located here:

<http://www.inversemedia.com/cgs/JRS/>



2022 Booth - inside wall #1, see new changes for 2023



## 2023 Inside wall #1

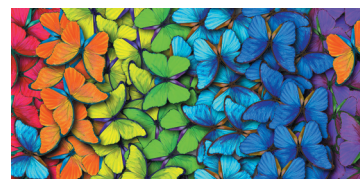
1. Re-print rice image on left as there is damage in the upper left corner
2. Peel off yellow callout vinyls (careful with butterfly image as we are not reprinting)
3. Re-print callouts on plaques 10.7577" W x 9.5493" H

*Die-cut on 6mm white-white core-white Gatorboard, CMYK 0-35-100-0, no overlam as it made type fuzzy in 2022, velcro applied below the rice and butterfly image area.*

4. Make cardboard corner covers to cover and protect artwork edges on all wall sections.



Filename: RBW\_HIRES12.jpg  
73" W x 48" H



Filename: Butterfly\_73x35.jpg  
73" W x 35" H

Damaged area



**The Clean Label  
Lubricant for  
Tablet and Capsule  
Formulations**

Filename: RBW7\_CALLOUT.pdf  
22.4831" W x 19.9577" H  
Die-cut on 6mm Gatorboard,  
no overlam, velcro to wall

Note: Router cut shape layer in file  
called "DieCut"

**Experience the  
Future of  
Titanium Dioxide  
Replacement**

Filename: Vivacoatfree7\_CALLOUT.pdf  
22.4831" W x 19.9577" H  
Die-cut on 6mm Gatorboard,  
no overlam, velcro to wall

Note: Router cut shape layer in file  
called "DieCut"









2023 - inside wall #2



2023 NEW - inside wall #2

1. Keep widget with URL in lower right corner



[www.jrspharma.com](http://www.jrspharma.com)



KEEP  
Filename: URL2.pdf  
29" W x 19" H



2023 NEW - inside wall #2

2. Mark horizontal position of orange/green/blue widget, this will be the ballbark starting position (horizontally, not vertically) of new graphic. Also place a mark where the bottom of TV frame ends (~44.5" from the floor)(above a small hole in the wall)



Also note that the "n" and the "a" of this graphic straddle the wall lines.



2023 NEW - inside wall #2

2. Remove old vinyls (except lower URL and widget)

Mark 74" from the floor, this is where the new vinyl sits,  
trim off extra material following the top curve, and right side.



NEW

Filename: NEWPILLWALL146x48\_v1.jpg

146" W x 48" H



2023 NEW - inside wall #2

- Place new headline vinyl transfer at the old vertical marks, marking sure the "n" and the "a" of this graphic straddle the wall lines.  
Note that the registered trademark symbol also falls on one wall and is complete (not razored)

Place vertically down from the main pill graphic leaving about 4-5" of whitespace.

## The PROSOLV<sup>®</sup> Family High Functionality Excipients

NEW

Filename: HFE\_type\_v3.pdf  
60.8488" W x 10.404" H





2023 NEW - inside wall #2

4. Place the (5) new product names and subheadlines under the Headline.

Try placing the lower (2) product names aligned with the bottom of the TV mark, then place the (3) product names centered vertically with the headline.







# The PROSOLV<sup>®</sup> Family High Functionality Excipients

## PROSOLV<sup>®</sup> SMCC

Solving Tableting Challenges

NEW

Filename: Prosolv\_SMCC\_4.pdf  
18.3932" W x 5.038" H

## PROSOLV<sup>®</sup> EASYtab

The All-in-One Excipient

NEW

Filename: Prosolv\_EasyTab4.pdf  
21.6162" W x 4.5349" H

## PROSOLV<sup>®</sup> 730

Directly Compressible Carrier  
for Lipophilic Ingredients

NEW

Filename: Prosolv\_730\_4.pdf  
16.061" W x 6.0977" H

## PROSOLV<sup>®</sup> EasyTab Nutra

High Functionality Excipient Composite  
Designed for Nutra

NEW

Filename: Prosolv\_EasyTabNutra\_4.pdf  
28.0065" W x 6.2442" H

## PROSOLV<sup>®</sup> ODT G2

High Functionality Excipient for Orally  
Disintegrating Tablet Formulations

NEW

Filename: Prosolv\_ODTG2\_4.pdf  
20.5246" W x 6.0516" H





# The PROSOLV<sup>®</sup> Family High Functionality Excipients

## PROSOLV<sup>®</sup> SMCC

Solving Tableting Challenges

## PROSOLV<sup>®</sup> EASYtab

The All-in-One Excipient

## PROSOLV<sup>®</sup> 730

Directly Compressible Carrier  
for Lipophilic Ingredients

## PROSOLV<sup>®</sup> EasyTab Nutra

High Functionality Excipient Composite  
Designed for Nutra

## PROSOLV<sup>®</sup> ODT G2

High Functionality Excipient for Orally  
Disintegrating Tablet Formulations

*This is how the panel should look visually with white spacing, please use your best judgement*





# Stability, Reliability and Security – That’s Our Promise

Wall Line breaks should fall here. Letters should not be razored.



NEW  
Filename:  
SRS\_SEMIBOLD7.pdf  
129.6" W x 11.3333" H

2023 outside wall #1 – reprint headline graphic transfer

Mark old starting and ending positions before removing old vinyl. Place new vinyl in exact same position.

I’ve remade the graphic so the wall breaks are between letters. Metal wall panels pictures are good to reused from 2022.





Existing 2022 - outside wall #2, see new changes for 2023



## 2023 NEW - outside wall #2

1. Add new Headline above existing vinyl type as shown, spanning two wall sections.
2. See following pages for NEW three convex shaped panels, their sub-headlines, and their callout plaques.
3. Keep existing lower "Widget\_A" vinyl.



NEW  
Filename:  
WALL2-HEADLINE2.pdf

KEEP  
Filename:  
NONGMO-SEMIBOLD5.pdf

NEW  
(see following pages)  
(Follow this order of  
pictures and vinyl  
subheads)



KEEP  
Filename:  
WIDGET\_A.pdf

Vinyl positioning note: Line up new Headline with "H" in "HALAL", and should end around the "F" in "Lactose Free"

New vinyl must spread between center wall sections only

Vertically spacing between headlines should be about the height of "N" in "Nutra" or slightly more...

## Nutra Ingredients Designed for Clean Label

• Non-GMO • HALAL Certificate • KOSHER Certificate • Lactose Free • Gluten Free

NEW  
Filename:  
WALL2\_HEADLINE2.pdf  
93.6792" W  
x  
8.8904" H

KEEP  
Filename:  
NONGMO\_SEMIBOLD5.pdf  
152.5961" W  
x  
8.8904" H





Filename: VIVAPUR\_Pectins\_3

21.0571" W x 3.0908" H

Left Align vinyl headline with photo, vertically offset by "s" in "Pectins" (~1-7/16")

30" Panel width

## VIVAPUR<sup>®</sup> Pectins



2023 NEW - outside wall #2

Pectin artwork for outside wall # 2 @ 30"x20"

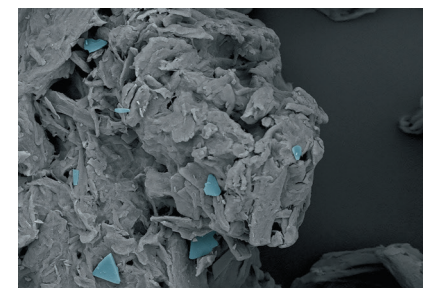
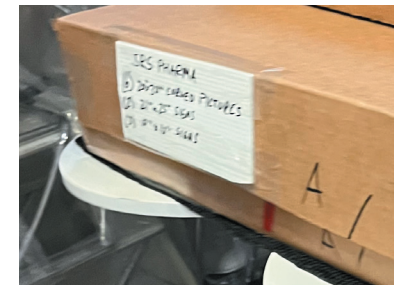
Filename: Pectins\_30x20.jpg

Filename: CALLOUT4A.pdf

10.7577" W x 9.5493" H

Die-cut on 6mm Gatorboard, no overlam, velcro to wall

The All-Natural  
Multi-Use Stabilizer



Notes: Reuse the existing convex metal plate that has this B&W image with blue crystals marked "M" on the back, found in box labeled "JRS graphics" above white bistro table on skid

Filename: VIVACOAT\_N\_3

15.0963" W x 3.0908" H

Left Align vinyl headline with photo, vertically offset by "s" in "Pectins" (~1-7/16")

30" Panel width

## VIVACOAT<sup>®</sup> N



2023 NEW - outside wall #2

Coating artwork for outside wall # 2 @ 30"x20"

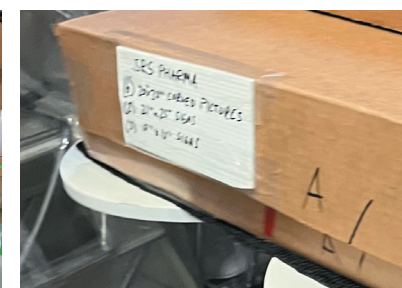
Filename: Vials\_30x20.jpg

Filename: CALLOUT5A.pdf

10.7577" W x 9.5493" H

Die-cut on 6mm Gatorboard, no overlam, velcro to wall

### The Natural Color Coating



Notes: Reuse the existing convex metal plate that has this Powder image marked "L" on the back, found in box labeled "JRS graphics" above white bistro table on skid



Filename: VIVAPHARM\_Alginates\_3.pdf

26.8893" W x 3.0908" H

Left Align vinyl headline with photo, vertically offset by "s" in "Alginates" (~1-7/16")

30" Panel width

## VIVAPHARM<sup>®</sup> Alginates



2023 NEW - outside wall #2

Alginate artwork for outside wall # 2 @ 30"x20"

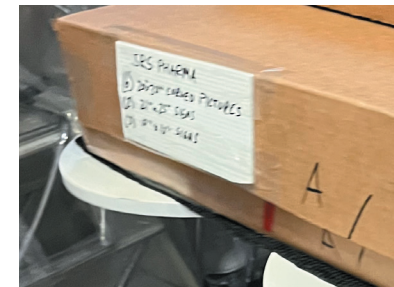
Filename: Alginates\_30x20.jpg

Filename: CALLOUT2A.pdf

10.7577" W x 9.5493" H

Die-cut on 6mm Gatorboard, no overlam, velcro to wall

Natural  
Versatile  
Hydrocolloids



Notes: Reuse the existing convex metal plate that has this Seaweed image marked "N" on the back, found in box labled "JRS graphics" above white bistro table on skid

# VIVAPUR<sup>®</sup> Pectins

Filename: VIVAPUR\_Pectins\_3  
21.0571" W x 3.0908" H

# VIVACOAT<sup>®</sup> N

Filename: VIVACOAT\_N\_3  
15.0963" W x 3.0908" H

2023 outside wall # 2 Sub Headlines  
Transfer Vinyl applied, weeded. CMYK 100-0-30-60

# VIVAPHARM<sup>®</sup> Alginates

Filename: VIVAPHARM\_Alginates\_3.pdf  
26.8893" W x 3.0908" H

**The All-Natural  
Multi-Use Stabilizer**

Filename: CALLOUT4A.pdf

**Natural  
Versatile  
Hydrocolloids**

Filename: CALLOUT2A.pdf

**The Natural  
Color Coating**

Filename: CALLOUT5A.pdf

2023 outside wall # 2 plaques 10.7577" W x 9.5493" H  
Die-cut on 6mm white-white core-white Gatorboard, CMYK 0-35-100-0, no overlam as it made type fuzzy in 2022

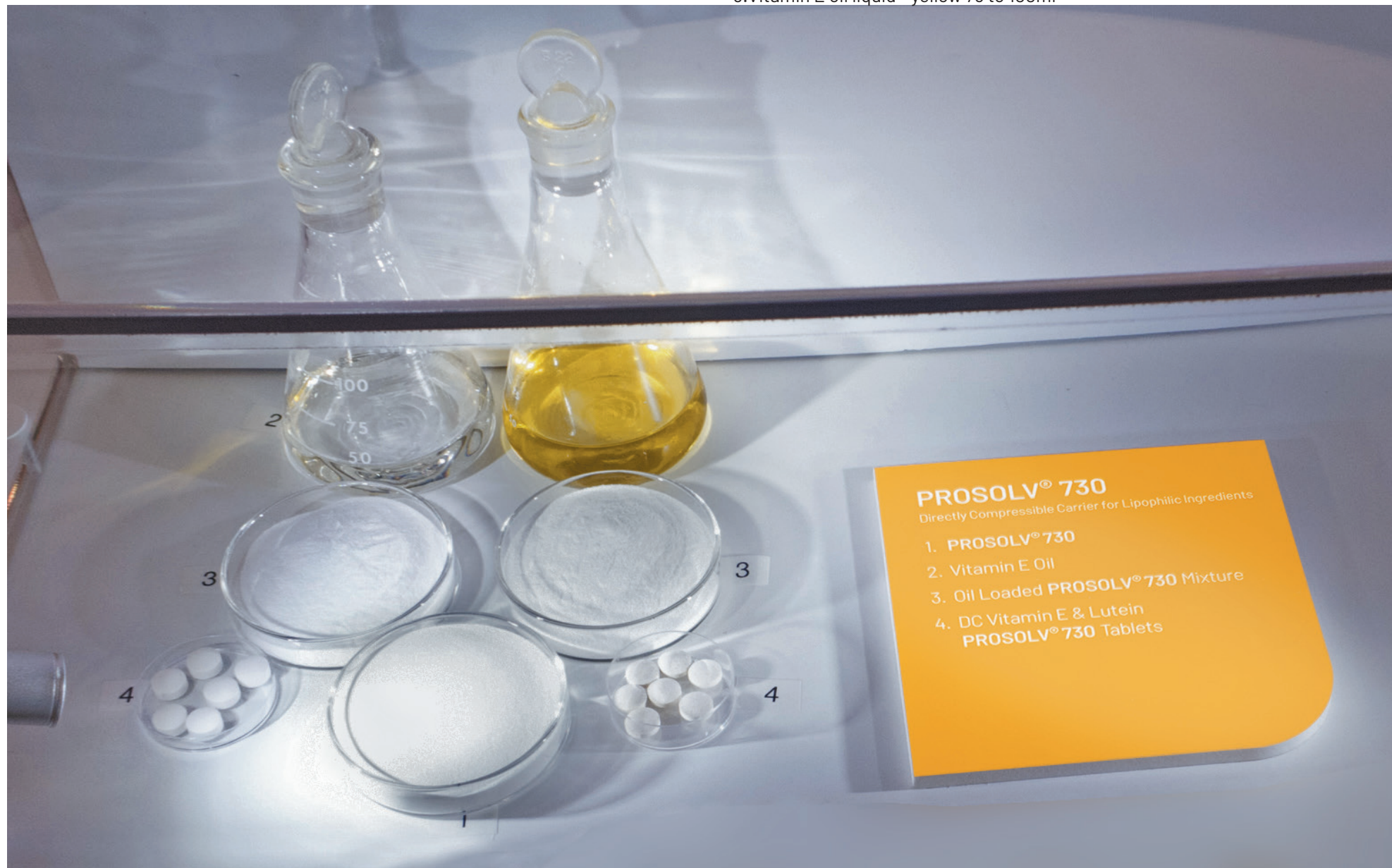


## LEFT DISPLAY CASE

1. 5"x5" sign (CT storage - DisplayCase1A.pdf)
10. Numbers labels 1-4 times 3x

- JRS to provide:
2. 150mm 6" max flasks/stoppers - 2
  3. 3" round Petri dish - 3
  4. 2" round Petri dish - 2
  5. Prosolv 730 powder - small bag
  6. Oil loaded Prosolv 730 powder - small bag
  7. DC Vitamin E & Lutein Tablets - 16
  8. Vitamin E oil liquid - clear 75 to 100ml
  9. Vitamin E oil liquid - yellow 75 to 100ml

Version 5  
Oct 8, 2023





1. Wooden Bowl (CT storage)
2. Burlap (CT storage)
3. Rice stalk (CT will get)
4. Bag of White Rice (CT will get)
5. 5"x5" sign (CT storage - DisplayCase2A.pdf)

JRS to provide:

6. 3" round Petri dish - 1
7. 2" round Petri dish - 1
8. Lubritab RBW powder - small bag
9. Lubritab RBW tablets - Quan 6





JRS to provide:

1. 5"x5" sign (CT storage - DisplayCase3A.pdf)
2. 3" round Petri dish - 6
3. 4" round glass saucer - 1
4. Vivacoat powder - 6 small bags (white, blue, green, pink, yellow, orange)
5. Vivacoat tablets - Quan 30 (various colors)



## PROSOLV<sup>®</sup> 730

Directly Compressible Carrier for Lipophilic Ingredients

1. PROSOLV<sup>®</sup> 730
2. Vitamin E Oil
3. Oil Loaded PROSOLV<sup>®</sup> 730 Mixture
4. DC Vitamin E & Lutein  
PROSOLV<sup>®</sup> 730 Tablets

## LUBRITAB<sup>®</sup> RBW

Rice Bran Wax

The Clean Label Lubricant for Tablet  
and Capsule Formulations

1. LUBRITAB<sup>®</sup> RBW
2. Blend lubricated with LUBRITAB<sup>®</sup> RBW
3. Tablets

## VIVACOAT<sup>®</sup>

Ready-to-Use Film Coatings

1. VIVACOAT<sup>®</sup> free – HPMC Based,  
TiO<sub>2</sub> Free, Talc Free
2. VIVACOAT<sup>®</sup> N – HPMC Based,  
TiO<sub>2</sub> Free, No Synthetic Colors
3. VIVACOAT<sup>®</sup> C – HPMC or PVA Based,  
Customized Formulations

Filename: DisplayCase1A.pdf

Filename: DisplayCase2A.pdf

Filename: DisplayCase3A.pdf

2023 display case plaques 5" W x 5" H

Die-cut on 6mm white-white core-white Gatorboard, CMYK 0-35-100-0, no overlam as it made type fuzzy in 2022

Note: there is a layer in the file called DieCut with the outline router shape.



CT inspected sign on Sept 2023, good to reuse.



Filename: Five\_JRS\_artwork.pdf

