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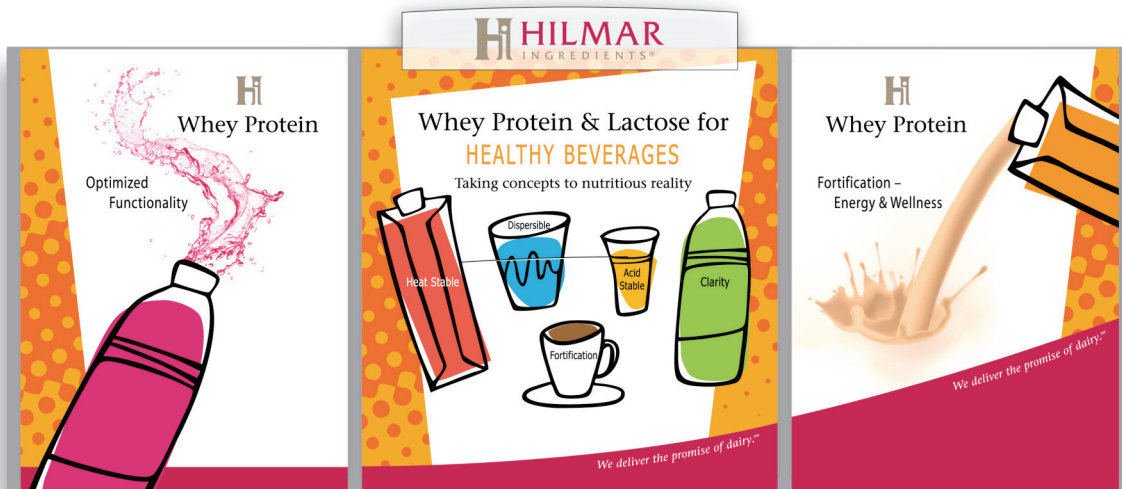
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*Armstrong Associates Garners Industry Kudos
for Hilmar Ingredients Trade Show Booth Design*

SANTA ROSA – September 21, 2011 – Armstrong Associates’ designed trade show booth for Hilmar Ingredients has received a coveted acknowledgement from a top industry expert. Bob Milam (aka Trade Show Bob) praised the display as “unique and authentic” at the Institute of Food Technologies (IFT) Food Expo 2011—a show he described as “among the top 100 largest trade shows in the United States.”

The booth’s memorable bold colored line illustrations conveyed how Hilmar Ingredients’ whey protein fits easily into food and beverage manufacturers’ consumer products. Armstrong used the same graphics in a promotional campaign and on the packaging for the demonstration beverages sampled at the show. To learn more about Hilmar Ingredients or the benefits of whey protein, visit www.hilmaringredients.com.

Armstrong Associates is a strategic branding and marketing communications firm located in Santa Rosa, CA. Their clients include food and food ingredient manufacturers, wine and spirits brands, and professional and financial services companies. To learn more about Armstrong Associates visit www.ArmstrongCreates.com.



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