

## STARTUP PRINTER UP FOR TWO AWARDS



Steven Spiro's Tracer Imaging L.L.C. of White Plains (FastLane, April 4) has been nominated for two national industry awards for point-of-purchase displays that incorporate its multi dimensional or "lenticular" images.

Spiro

One award nomination was for a display promoting the Oral B Pulsar toothbrush; the other, for a shelf dangler promoting a contest by SoBe Beverage Co., owned by Purchase-based PepsiCo Inc.

Spiro will learn if he's a winner when this year's "Design of the Times" awards are handed out at The In-Store Marketing Institute's In-Store Marketing Expo, to be held Sept. 14 to 15 in Chicago. Tracer Imaging will be exhibiting there on its own for the first time.

Spiro said his company is also working on allowing consumers to create still "tracer" cards or video cards using as few as three images for under \$3 through retailers yet to be signed up.

"That's going to be a big core of our future business," Spiro said.

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