

**URGENT!  
YOUR NEW GRAPHICS SOLUTIONS CATALOG!  
REV 3-08A**

**IMAGE 4**  
**DIGITAL IMAGING FOR A DIGITAL WORLD**<sup>SM</sup>  
7 PERIMETER ROAD  
MANCHESTER, NH 03103  
WWW.IMAGE4.COM



Complete Display Graphic Support for  
Designers, Ad Agencies, Marketers,  
Sign, P-O-P and Sales Professionals.



Design by Image 4 and GYK Advertising. Facility Buildout, Interior Displays, Graphics and Signage by Image 4.  
Photo Courtesy Image 4 and the City of Claremont, NH.

- Tradeshow Display Graphics
- Retail, Museum, Corporate & Facility Décor
- Event Graphics & Signage
- Vinyl & Dye-Sub Fabric Banners
- POP Posters, Banners, Translights & Display Fixtures
- Airport & Transit Display Graphics



Printed on Centura Gloss Text FSC  
Certified, P/C Recycled Paper

**Digital Graphics  
FactPack**

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**Welcome to Image 4!** Since 1987 we have partnered with Ad Agencies, Designers, Corporate Marketing Departments, Tradeshow Managers, Retail Merchandising Managers—anyone who needs a visual display. From one-man shops to Fortune 100 companies, this partnership has created effective solutions to your Visual Marketing challenges. Browse through this resource, or give us a call. Your project is important, & we're here to help!

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- Our attitude is "Can Do!" Call us to discuss your needs!
- Turnaround times begin when **all materials** for your project are in our plant.
- Turnaround times may vary by plant load. Generally, prep and scan is 48 hours, prints are 72 hours, finishing is 48 hours.
- We assume no responsibility for freight delivery schedules.
- Delivery and installation services are quoted additionally.
- Specialty crating is quoted additionally
- Prices may change without notice.

**IMAGE 4**  
7 Perimeter Road  
Manchester, NH 03103 USA  
Phone: 603.644.0077  
USA: 800.735.1130  
Fax: 603.644.5810  
Email: info@image4.com  
[WWW.IMAGE4.COM](http://WWW.IMAGE4.COM)



## SPECIAL SERVICES

Image 4's mission is to provide visual marketing solutions that improve our clients' business. We have built a national reputation for solving the most difficult of visual marketing challenges. Your challenge is worthy of our resources: project consulting, project management, production, finishing, installation, and shipping & fulfillment.  
**Display Marketing Solutions that Improve Your Business!**

### Greening Our World with Green Displays & Graphics

In the two years since our last catalog, Image 4 has applied for patents on two proprietary "green" graphics production methods, and has pioneered the use of recycled products in large-format graphic production. By printing on 15 recycled products, we're greening our world and saving you money!



### National-Scope Project Coordination

Image 4 supports franchise stores across America. We provide Image Management, Image Output, fulfillment, and program monitoring. Our program has saved our clients *tens of thousands of dollars!*

### On-Site Graphics & Exhibit Installation/Service

Across the continent, our installers work with graphics and hardware at the client store site. Service, experience, *commitment to excellence*, and our "Can-Do" attitude create your solutions!



### One-Stop Visual Display Resource

Since 1987, our mission has been to supply our clients with a *complete package* -experience, expertise, graphics, and graphic displays. When you need to display your graphic, we have the hardware answer, from kiosks to tradeshow displays!

## FILE SUBMISSION CHECKLIST

Please photocopy and complete the following checklist. Please submit this along with your order. Or, go to [www.image4.com/clientsupport](http://www.image4.com/clientsupport) and download a digital version.

- Please send the digital version with your email cover and order.
- Please supply a PDF or a HARD COPY of your file with your order.
- All orders MUST be accompanied by this form.
- Orders submitted with this form not complete will not be entered into Pre-Flight, and time will be lost!

### Quark Express, Pagemaker, InDesign

- Have you supplied ALL supporting graphics?
- Have you supplied ALL the fonts? (Printer & Screen)
- Are all images of the same file format?    EPS    TIF    JPG
- Identical format of supporting graphics    RGB
- What is the FINAL output size?    \_\_\_\_\_ x \_\_\_\_\_
- What scale is your document?    \_\_\_\_\_ %

### Illustrator, Freehand

- Is all of your text converted to OUTLINES?
- Have you eliminated ALL stray points?
- Do NOT use the "dropshadow filter!"
- Are placed graphics the same file type?    EPS    TIF    JPG
- Indicate format of supporting graphics    RGB
- What is the FINAL output size?    \_\_\_\_\_ x \_\_\_\_\_
- What is your DOCUMENT size?    \_\_\_\_\_ x \_\_\_\_\_
- Please save the file as an EPS file

### Photoshop

- Please convert ALL images to RGB, Adobe 98
- Are your files LZW compressed? (We prefer NOT) \_\_\_\_\_
- Do your files contain channels beyond color space? \_\_\_\_\_  
i.e.: masking channel
- What is the FINAL output size?    \_\_\_\_\_ x \_\_\_\_\_
- What is your DOCUMENT size?    \_\_\_\_\_ x \_\_\_\_\_
- Please save the file as a TIF file, unless you wish to provide a layered PSD file.
- Please leave your text layers AS TEXT. Do not convert to layer!

## IMAGE CAPTURE

### Digital Image Capture & Product Photography

This direct-to-file service is designed to produce print-ready files from your flat art up to 48 x 72", or from smaller "table-top" products such as circuit boards, instruments, etc. Images are captured on a BetterLight 48-bit 4x5" Direct Capture Back.

Set up for Capture	\$ 50.00
Capture for 8 x 10" output	\$ 15.00
Capture for 16 x 20" output	\$ 35.00
Capture for 40 x 60" output	\$155.00
CaptureCustom (to your spec.)	\$ 1.00/Meg
Transfer data to Media/FTP	\$ .50/Meg

Unless otherwise instructed, all captures are delivered RGB TIF on CDR, DVD or FTP.



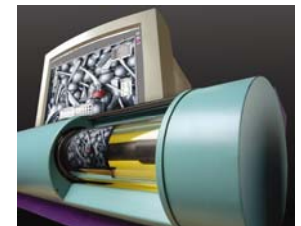
### Flatbed/Drum Scanning

If you have a film original to 4x5", or a flat-art original to 12x18", we can acquire the image directly. We use Imacon & Microtek scanners.

WebScan (72dpi up to 2Meg)	\$ 7.50	(Quantity discounts, min \$15)
ScanLo (15 Mb scan)	\$15.00	*for 8x10" printouts
ScanMedium (25 Mb scan)	\$25.00	*for 11x14" printouts
ScanHi (40 Mb scan)	\$40.00	*for 16x20" printouts
ScanCustom (to your spec.)	\$1.00/Meg	
Transfer data to Media/FTP	\$ .50/Meg	
Calibrated Color Match print	\$35.00	

Quantity discounts available.

Unless otherwise instructed, all scans are delivered RGB TIF on CDR, DVD or FTP



### Digital Data Uploads

Email (5Mb or less!!)    [digital@image4.com](mailto:digital@image4.com)  
FTP (T-1 access)    [www.image4.com/clientservice](http://www.image4.com/clientservice)

Please STUFF or WINZIP all electronically-sent files.

We accept MAC and PC: Zip/Jazz, CD-R, DVD, Thumbdrive

## IMAGE MANIPULATION

### Color Correction

Color interpretation is subjective, & varies with the light source employed. We correct to 5000K Daylight, & calibrate with **Monaco Color Management**.

Please provide chromes, prints, color matches, PMS numbers, etc. for best quality output.

Color Correction Per Hour \$90.00 (15min. billing)

### Retouching/Repair

Using MAC and PC server-level systems and Photoshop, we can repair damaged images, silhouette discrete data, change local colors, and add images to an original. We have even moved a head or 2! Call us for details and an estimate on your work.

Image Retouching Per Hour \$90.00 (15min. billing)

### Pre-flight/File Correction

Please use our file set-up sheets (at [www.image4.com](http://www.image4.com)) to set up your files. Approved files include: Quark, PageMaker, InDesign, Photoshop, Freehand, IllustratorCS, PDF, TIF, JPG. If your files do not RIP correctly, we can correct them.

File Correction Per Hour \$90.00 (15min. billing)

### Creative Services

Our staff are Photoshop experts, and we know how to lay out for the specific needs of large-format displays. We are an excellent resource for multiple-image creations, tradeshow text layouts, header and bullet graphics, and other display-related graphic services. Here are some skills we deploy to support your visual marketing needs:

Stock Photo Searching per hour	\$75.00 (15min. billing)
Stock Photo Image Downloads	Cost plus 25% service fee
Graphic Layout	\$ 90.00 per hour
Image Composition	\$125.00 per hour
Color Matching to non-PMS original	\$ 90.00 per hour
Proofs - Web posted or emailed	\$ 15.00 ea. file
Hardcopy Paper/vinyl	\$ 35.00 ea. file
Hardcopy Film/fabric	\$ 65.00 ea. file
Strip test to size	\$125.00 ea. file
Add Shipping charges for FedEx or UPS if desired	



## TRADESHOW & P-O-P GRAPHICS

Anything you need to create a presence on the tradeshow floor can be created at **Image 4!** Over 60% of our business, and our years of experience, are in solving the toughest tradeshow display problems for organizations small and large. From bannerstands to pop-ups to kiosks, we execute to deadline every d

### Bannerstand Replacement Graphics

Economy Inkjet Roll-up Panels From \$129 to \$399

LongLife IJF & Fabric Panels From \$249 to \$699



### Pop-up Rollable Display Panels

Image 4 is a certified producer of Pop-up style tradeshow panels. We support Skyline, Abex, Pro, Classic, Intex, Laarhoven, Nimlok, and others. All graphics come with magnetic tape and OEM hanging strips, or Velcro hook for smaller graphics.

Economy Inkjet Roll-up Panels \$349.00 (\$15 Sq.Ft)

LongLife IJF Warranted Panels \$429.00 (\$19 Sq.Ft)

For Backlighted panels add 50%

Headers \$275 to \$475



### Panel Booth Rigid Display Panels

From backlighted graphics to reflective posters. We fabricate for all major manufacturers. Visit [www.image4.com](http://www.image4.com).

Economy Rigid Panels \$15 Per Sq.Ft.

LongLife Warranted Panels \$19 Per Sq.Ft.

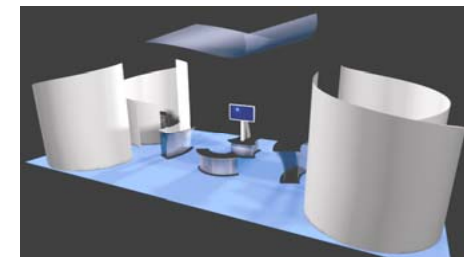
Re-coat Adhesive Panels \$13 Per Sq.Ft.

For Backlighted panels add 50% (mtd)



### Fabric Displays

Using aluminum frames and digitally-printed stretch fabrics, fabrics form a powerful, effective display. Call us for amazing solutions to looking great on the show floor, or visit [www.image4.com](http://www.image4.com).



tsea



## IMAGE FINISHING

### Laminating, Mounting, Encapsulating, Routers

Finish your graphics for display. Image 4 uses thermal & pressure-sensitive materials with UV-inhibitors to assure the life of your graphics. Poster, Mural, Banner & Sign finishing can be quoted to your particular need.

Finishing Material	Price	includes material and labor to finish your graphic
2Mil Vinyl Economy Lustre	\$ 2.00	
3Mil UV Vinyl Gloss/Lustre	\$ 3.50	
Vehicle Cast Lam Gloss/Matte	\$ 4.00	
3/5 Grafx Encap, cardstock	\$ 3.50	
3/10 Grafx Encap Thermal	\$ 5.50	
10/5 or 10/10 Display Encap	\$ 6.50	
5 or 10Mil PolyCarb	\$ 7.50	
15Mil PolyCarb	\$ 8.50	
Acrylic 1/8" 2nd Surface	\$ 18.00	
Acrylic 1/4" 2nd Surface	\$ 28.00	
Styrene .02, Fomcor	\$ 5.00	
Styrene .04	\$ 6.00	
GatorFom 3/16", .06 Styrene	\$ 8.00*	add 15% for Black
GatorFom 1/2", Sintra 2/3mm	\$ 14.00*	add 15% for Black/colors
Sintra 6mm Wht/Blk, MDO 1/2"	\$ 15.00*	add 15% for Colors
DieBond 2mm, 3mm	\$ 18.00	
Colored Acrylic, Others		Call for a very competitive quote



### Associated Services

Wrap Mounting/Laminating	Add 33% to base price
Spot or Float mounting	Add 33% to base price
Round Print Corners	\$5.00 ea
Powertape hems	Included
Stitching/Hemming	\$1.00 per lin. foot
Pole Pockets	\$3.50 per lin. foot
Grommets	\$3.00 ea
Velcro (per side)	\$1.00/linear foot
Magnetic Tape	\$1.00/linear foot
Trim Edging Black/White	\$1.00/linear foot
Polished/Painted edges	\$5.00/linear foot
Box Frame or Cleats	\$15.00/linear foot
Perimeter Cuts	quote
Router Cutting	\$75.00 plus cut time
Graphic and Hardware Installation	\$90/man-hour plus \$66/man-hour & expenses for travel



## IMAGE OUTPUT

### EPSON Digital Image Output

Image 4 brings you Epson Archive - Sharper than HP Inkjet and Lambda, with industry-standard longevity!

The Epson 9600 printer is the **highest resolution, broadest tonal scale** (1440x2880dpi, 3 picoliters, 3.9u, 48-bit) digital photographic printer available. Using Ultrachrome Inks, print life is over 70 years! Image 4 prints on both photographic and fine art (Giclee) reproduction modes onto Canvas, Somerset Velvet, William Turner and others. Max. width is 44". Practical length limit is 30 feet.

**Micro-fine  
image  
Highest Quality!**



### Archival Photo Paper - Gloss or Lustre

EPG, EPL—Heavy weight, rich coverage paper for highest quality uses—corporate and retail interior décor, museum and exhibit graphics, sales tools, fine art display. GREAT for monochrome images as well.

Price: \$12.00 per Square Foot

2 Square Foot Minimum, Quantity discounts



### Fine Art Canvas

EFAC—16-mil canvas designed for fine art stretching, retail display, interior decor

Price: \$15.00 per Square Foot

2 Square Foot Minimum, Quantity discounts



### William Turner, Somerset Velvet & Woven Bamboo Fine Art Papers

EWT, ESV, EWB—House stocks for either heat-press or smooth-surface fine art reproductions. Great ink-carrying quality, beautiful warm-neutral tone. Bamboo weave is fabulous!

Price: \$18.00 per Square Foot

2 Square Foot Minimum, sheet pricing also available

Epson Prints can be Mounted, Laminated and Encapsulated. See Page 12. Stretcher Bars will be quoted—approximately 30% of print cost.

**Hi-Res  
Z-Print**

**IMAGE OUTPUT**

**Z-Print High Resolution Inkjet:**  
Long Life, PMS-Accurate Color

Cost-effective InkJet Output, Perfect for posters, transparencies, presentation prints. Look Better, Spend Less, with up to 2400dpi imaging.

Image 4 prints your graphics with one of the *FIRST H-P Z6100* printers installed in the United States! When you have an indoor display requirement, Image 4's Z-Print is your price and quality solution.. Get astounding image quality, UV pigment inks printed on 5 foot wide materials, incredibly fast.

**Economy Matte Paper**

ZEM—Inexpensive, high-quality paper for POP posters, comps, merchandising, quantity orders.

Price: **\$5.00 per Square Foot!!**  
2 Square Foot Minimum, Quantity discounts



**Display-Graphic Gloss/Lustre Paper**

ZG, ZL—Heavy weight, rich coverage gloss or lustre paper for higher-quality uses—tradeshow graphics, presentation boards, proposals, cold laminating. *Great Price!*

Price: **\$8.00 per Square Foot**  
2 Square Foot Minimum, Qty. discounts



**Smooth & Textured Polyester Display Film**

ZFS, ZFT—4 or 7-mil polyester, perfect for rollable display panels and bannerstands for tradeshows. Encapsulate for pop-ups, mount for display prints.

Price: **\$10.00 per Square Foot**  
2 Square Foot Minimum, Quantity discounts



**Backlighted Display Material**

ZTC, ZTT—6-mil translucent or transparent film media for tradeshows, transit ads, signage. Can mount to acrylics or slip into sleeves..

Price: **\$12.00 per Square Foot**  
3 Square Foot Min, Quantity discounts



All H-P Z6100 prints can be mounted, laminated or encapsulated. See page 12

**DIRECT BOARD PRINTING**

**Museum-grade Direct Prints**

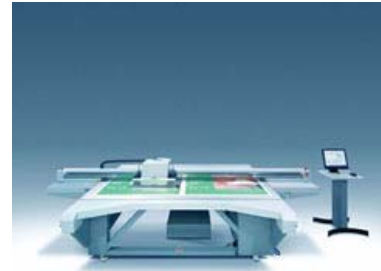
**Arizona U.V. Board-Print Graphics**

The *FINEST* Direct Board Print process available today! We print with permanent, exterior-grade inks with the highest-resolution printer, onto rigid substrates up to 2.0" thick, 48 x 96" flat bleed. This environmentally low-load process uses far less material, less ink, emits no VOC's, and uses little electricity to produce your graphics. **PLEASE CALL for precise quotes and samples!**

- Some projects may require set-up or color testing charges.
- Projects will run in 48 x 48" or 48 x 96" folios.
- Save money & Time! Call for set up information—800.735.1130

**Substrate Material Price PSF**

Cardstock, Recycled Card, Styrene.02	\$ 3.00
CoroPlast4, Styrene.04, Fomcor 1/4"	\$ 4.00
Coroplast6, Styrene.06, BioCor	\$ 5.00
Coroplast10, Styrene.08, Fomcor 1/2"	\$ 8.00
Duraplast 1/4", Gator 3/16",	\$ 9.00
Gator 1/2"	\$ 12.00
Sintra3, Duraplast 3/4", 1", Gator 3/4"	\$ 15.00
Sintra6, DiBond2, DiBond3	\$20 / 22 / 28
White Aluminum .040/.063/.080	\$15 / 26 / 37
Acrylic 1/8" , 1/4" , 1/2"	\$27 / 32 / 60
Colored Acrylics	add 30%
Frosted Acrylics	add 80%
For Backside Printing of any substrate,	add 40%
For Prints at "Sign" resolution,	deduct 20%



Specialty Substrates: Glass, Wood, Door panels, pre-stretched Canvas, Metals: Please call for quote.

**Finishing Services Price**

Polished/Painted edges	\$5.00/linear foot
Rounded Corners	\$5.00 ea
Velcro (per side)	\$1.00/linear foot
Magnetic Tape	\$1.00/linear foot
Trim Edging Black/White	\$1.00/linear foot
Perimeter Cuts	quote
Router Programming/Set Up Charge	\$50.00 + cut time
Design-Engineering Consulting	\$125/hour
Installation	\$90/man hour plus \$66/hr travel
Crate construction	\$28 per cubic foot C/D grade plywood, Min \$75



We offer a variety of value-added display installation services. Please call to inquire how we can help with your project!

**Durable  
Exterior  
Graphics****Eco-Sol Digital Screen-printing**

Extend your signage, improve your sales results.  
Brand- building starts when prospects know who you are!

Use for Construction Signs, Vehicle Graphics, Murals.

**Adhesive and Wet-Apply Wallcovering**

RWET, RWALL—Vinyl or paper, excellent durability, great color. Available in textures. Perfect for Retail, Facility and Museum interiors. Cleanable.

**Self-Adhesive: \$9.00 per Sq. Ft**

Includes matte or gloss laminate

**Wet-Apply dreamScape™: \$12.00 per Sq. Ft**

Includes liquid UV laminate

5 Square Foot Minimum

Quantity discounts & Installation available

**3M ControlTac Vinyl for Wraps**

RVWRAP—7-mil warranted vinyl, perfect for vehicle graphics, & any exterior wrap! Cars, vans, busses, trailers, RV's, ATM's, etc.

**Vinyl Price: \$6.00 per Square Foot**

**Window Perf: \$9.00 per Square Foot**

Add \$4.00 psf for 5-year laminate

5 Square Foot Minimum

Quantity discounts & Installation available

**Short-term Adhesive UV Vinyl**

RPOP—5-mil 5 vinyl, perfect for construction site signs, construction wraps, window coverings, etc.

**Price: \$4.00 per Square Foot**

5 Square Foot Minimum

Quantity discounts & Installation available

**Floor Decal Graphic**

RFLOR—The perfect complement to your retail, museum and facility environment. A unique advertising and directional medium!

**Price: \$12.00 per Sq. Ft.**

5 Square Foot Min.

Quantity discounts & Installation available

**IMAGE OUTPUT****Fabulous  
Fabrics!****Dye-Sublimated Fabric:**

Gorgeous Color, New Materials, New Uses!

These fabrics are dye-sublimated, for rich, permanent color, indoors or out. Image 4 can hem, stitch, pole-pocket, double-side, grommet and install your banner graphics. Try our NEW-100% post-consumer (p/c) waste recycled fabric!

**Hercules & P/C Hercules (FR) (120" wide)**

DSH, DSHR—Our finest Duck display fabric. Excellent for large banners and bannerstands. Rich color, great detail. Hangs very well, good opacity.

**Price: \$12.00/14.00 per Square Foot**

5 Square Foot Minimum

Hemming, Pole Pockets additional

**Silk, Satin & P/C Satin (FR) (60" wide)**

DSS, DSSR—Elegant, beautiful color, perfect for POP uses, sheers, window screens, banners. MAY wrinkle or crimp. Semi-translucent weave not good as a blocking material.

**Price: \$10.00/12.00 per Square Foot**

5 Square Foot Minimum

Hemming, Pole Pockets additional

**Display Canvas and Suede Banner Fabric (60")**

DSC, DSGS—Durable, great ink coverage, great opacity. Perfect for blockers, auditoriums, windows. Hangs extremely well.

**Price: \$14.00 per Square Foot**

5 Square Foot Minimum

Hemming, Pole Pockets additional

**Spandex™ Tension Fabric (120")**

DSTF—Used for stretching over exhibit frames. Durable, shiny with excellent color.

**Price: \$15.00 per Square Foot**

5 Square Foot Minimum

All Fitting/Finishing additional



## Banners & Posters

## IMAGE OUTPUT

### Eco-Sol Digital Screen Printing

Welcome to Eco-Solvent! This NEW European technology prints up to 1440dpi to many roll materials. Environmentally-safe inks with up to 5-year permanence outdoors! Maximum width is 192", practical length is 50+ feet per panel.



#### Economy 10oz Vinyl Banner

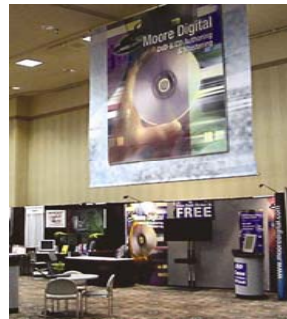
R10—Extremely cost effective outdoor banner, great for large runs of POP, dealer giveaways, etc. Color Management is good, NOT precise.

Price: \$4.00 per Square Foot  
5 Square Foot Minimum  
Quantity discounts available

#### Standard 12/13oz Vinyl Banner

R13—Heavy weight, GREAT color, semi-gloss banner for high durability. Can be seamed and stitched. Ideal for HUGE banners. Our largest (so far) is over 60 FEET.

Price: \$5.50 per Square Foot  
3 Square Foot Minimum  
Quantity discounts available



#### Deluxe 16/18oz Vinyl Banner, PerfBanner, Vue-Thru Translucent, Recycled Polypropylene

R16, RBPERF, RVUE, RPROP—Heavy weight, reinforced banner for the roughest use. Can be printed for translucent illuminated graphics. Can be seamed and stitched. Ideal for Lamp Pole Graphics, building facades, transit displays, etc.

Price: \$9.00 per Square Foot  
3 Square Foot Minimum  
Quantity discounts available

#### Magnetic Graphic Sheet

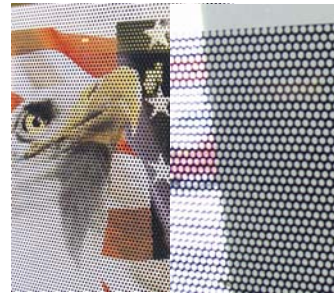
RMAG—8, 10 or 12 Mil matte magnetic sheet, with great color and permanence! Perfect for signboards, desk labels, POP, vehicle signs. Can be die-cut.

Price: \$12.50 per Square Foot  
5 Square Foot Minimum  
Quantity discounts



### Eco-Sol Digital Screen-printing: Silkscreen Pricing for short-run, niche-market sales!

From economy transit posters to 5,000 banners, Image 4 can stitch, pole-pocket, Grommet, package and install your display graphics. Call for a rapid price quote!



#### Perforated Window Vinyl

RVPERF—See-through on one side, high-quality image on the other, great for retail, POP, vehicle, museum use. 12-month unlaminated, 2-year laminated

Price: \$9.00 per Square Foot  
Add \$3.50 psf for U/V Laminate  
24-mo. fade warranty  
5 Square Foot Minimum  
Quantity discounts & Installation available.

#### Window Cling Graphic Sheet

RCW,RCC—Inside or Outside application, removable cling vinyl. Perfect for stores, banks, directional signs—any temporary promotion. Clear or White backing.

Price: Clear—\$7.00 per Square Foot  
White—\$9.00 per Square Foot  
Add \$4.00 psf for U/V Laminate  
24-mo. fade warranty  
5 Square Foot Minimum



#### Economy Matte Poster Paper

REM—Very inexpensive, high-quality paper for POP posters, comps, Transit Posters, high volume runs. Color management is loose!

Price: \$3.00 per Square Foot  
5 Square Foot Minimum  
Quantity discounts

#### Adhesive POP Vinyl

RPOP—Super-smooth vinyl, excellent durability, great color. Perfect for construction boards, signboards, POP, short-term posters. Warranty is 12-month unlaminated, 24-month laminated!

Price: \$4.00 per Square Foot  
add \$3.00 for UV lam.  
5 Square Foot Minimum  
Quantity discounts & Installation available



## Temporary or Longterm P-O-P