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Topflight® Supports Cloud 10 Customized Hair Care, the Official Hair Care Sponsor of the 2018 Miss America's Outstanding Teen Competition

Glen Rock, PA - September 21, 2017 - Topflight Corporation is proud to have supported ProfilePRO™ in the production of all labeling for the Cloud 10 Customized Hair Care line of products, custom-made for each of the contestants in the 2018 Miss America's Outstanding Teen pageant, held in Orlando, FL, July 25-29, 2017.

Miss America's Outstanding Teen, Inc. was established to encourage positive growth by helping to nurture and build the scholastic achievement, creative accomplishment, healthy living and community involvement of our nation's youth. This annual, national competition encourages and rewards these endeavors in young ladies between 13 and 17 years of age.

Contestants for the Miss America's Outstanding Teen pageant are strong and uniquely individual, and so is their hair. That's why Cloud 10 Customized Hair Care partnered with the Miss America's Outstanding Teen organization as official hair care sponsor, delivering customized shampoos and conditioners with their own personalized labels to contestants. Topflight Corporation assisted in making their hair wishes come true!

Cloud10Hair.com takes visitors through a simple online questionnaire to help them discover their perfect hair care formulas, including their choice of scent and lather preference, then allows them to not only choose from six different label designs, but also put their names on the bottles!

Chuck Pulcini, COO of Cloud 10 Haircare LLC, states, "Topflight has been an integral partner in Cloud 10's groundbreaking customization and personalization process. The production of personalized product labels and packaging including the customer's choice of six unique label designs has helped to set Cloud 10 Hair apart as an innovative player in the beauty industry."

Topflight prints Cloud 10 Haircare customized labels on an HP Indigo WS6800 press. The 100% digital workflow allows each label on a print run to include unique and personalized information, such as the Cloud 10 labels which contain up to 9 unique data points on each label. This capacity to run variable content affords companies the ability to print customized, regional, seasonal and promotional graphics to keep their branding fresh and their message current. "Consumers today expect innovative packaging that speaks directly to them. Customization is becoming an expectation, not a great marketing gimmick, as it was in the past," commented Craig McClenachan, President of Topflight. "Digital printing provides an affordable way to provide personalization, and the greatly reduced waste associated with digital printing also contributes to a greener, more sustainable environment."

Topflight Corporation is a privately held, ISO 9001:2008 and 13485:2003 certified company which manufactures labels, precision die-cut components, shrink sleeves and conductive parts for a variety of industries, including Medical Device, Pharmaceutical, Cosmetics & Personal Care, Electronics, Consumer & Durable Goods and Tire & Automotive. Headquartered in Glen Rock, PA, Topflight also has affiliates in Switzerland, Venezuela and Australia. For more information about Topflight and our extensive printing and converting capabilities, please visit our website at www.topflight.com, follow us on social media @TopflightCorp, or contact us at 800-233-9386.

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