



2734 West 28th Avenue
Denver, CO 80211
United States
Toll Free: 1-877-BUY-TAT2
Outside the U.S.: +303-774-0208
FAX: +303-774-0209



Flash2xs.com, LLC (TattooFinder.com) Media Kit

About Flash2xs.com, LLC

Source: <http://flash2xs.com/about-flash2xscom-llc>



Flash2xs.com, LLC, a Denver, Colorado based company, was created in January of 2001 with the original intent of selling printed tattoo artwork online to tattoo studios. The company was a web-based outgrowth of Crystal Productions, a Business to Business (B2B) distributor of tattoo flash sets – collections of generally 5-10 sheets of tattoo artwork usually printed on 11 by 14 inch paper and typically hung on the walls of studios or displayed in portfolios. Crystal Productions was one of the first companies to sell tattoo flash sets on a large scale and by multiple flash artists, distributing it primarily through trade magazine ads and direct mail of catalogs to tattoo studios worldwide. Crystal Productions was owned and operated by Rachael Bardach, who is now one of the three owners of Flash2xs.com, LLC.

At the turn of the century, Rachael teamed up with her brother, Lou Bardach, to take these B2B tattoo flash set sales online through the creation of the Flash2xs.com website. Flash2xs.com quickly grew into a worldwide leader of tattoo flash set sales, dealing with artwork by dozens of both industry leading and up-and-coming tattoo flash artists.

A Tattoo Industry Innovation: TattooFinder.com

It soon became evident that many of the visitors to the Flash2xs.com website were not tattooists or tattoo shop owners, but end consumers searching for design reference for their own tattoos. Recognizing this high demand by a potentially new market, Flash2xs.com, LLC launched the TattooFinder.com website in April of 2003. TattooFinder.com's goal was to provide top-quality tattoo flash not as sets, but as single tattoo designs primarily targeted for end consumer use (B2C). The designs on TattooFinder.com were all tattoo-friendly (evaluated and optimized for utilization as accurate tattoo reference) and accompanied by an according stencil (the design “blueprint” a tattooist needs to accurately create the tattoo on skin). TattooFinder.com also featured a sophisticated database-driven back-end and e-commerce system that allowed visitors to easily browse through thousands of single tattoo-friendly designs for free, and purchase only the design(s) and accompanying stencils they desired for their tattoo.

The new website was a resounding success and continues to be Flash2xs.com's most influential venture. TattooFinder.com single-handedly pioneered the direct to consumer, single tattoo design sales model and today, is a leading global provider of tattoo-friendly design reference to tattoo-seekers. Brett O'Connor, the third owner of Flash2xs.com, LLC was brought into the company to enhance the process through the use of innovation and new technologies that are beginning to make their way to the web.

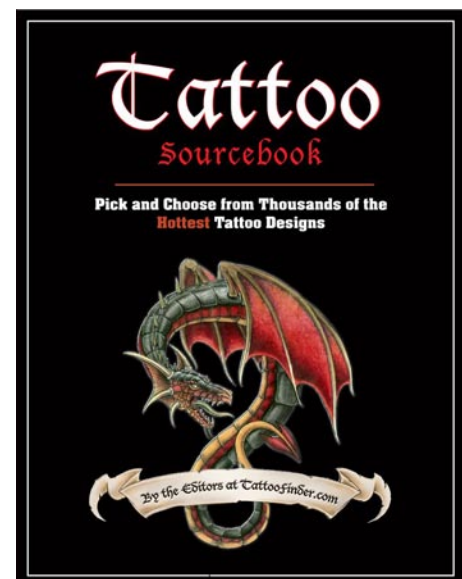
The Single Tattoo Design Sales Model: Why It Worked

The important lesson TattooFinder.com brought to the tattoo industry was that the website empowered people in their tattoo experience. Traditional printed tattoo flash sets were limited to the wall space in a tattoo studio, and the selection of artwork purchased and displayed by the shop was governed entirely by the particular proclivities of the studio operators. TattooFinder.com was built on virtual real estate with the capacity to provide an unlimited amount of tattoo-friendly design reference. Searching through a database of designs online is much quicker and easier than perusing unorganized designs on a physical wall. On TattooFinder.com, visitors can take the time they need to make thoughtful decisions about artwork that will last with them a lifetime – and do so in the privacy of their own home or workplace, without the pressure they might feel in a tattoo shop. Purchases made on the TattooFinder.com website make the full-size design and accompanying, high-quality stencil immediately available to print and take to the tattooist of their choice. Customers can then work with their tattooist to have their tattoo vision realized – getting designs tattooed as originally created, personalized with color changes or line thickness to better meet individualized tastes, or even using multiple designs to create a custom tattoo.

Flash2xs.com: What it Means Today

Originally, the Flash2xs.com brand was tied very closely with the sale of tattoo flash sets. With the growth of the TattooFinder.com website and the discontinuation of tattoo flash set sales, the Flash2xs.com brand has expanded in both concept and practice. Flash2xs.com, LLC is now best described as a broker and licensor of intellectual property, specifically tattoo artwork and tattoo information. The Company specializes in the acquisition of tattoo flash, and the production and delivery of products related to it.

A primary source of revenue generation is naturally through the single tattoo design sales happening at TattooFinder.com, but the Company also conducts third-party licensing of artwork for uses in other ways. As the “tattoo aesthetic” gains in popularity, Flash2xs.com has become a trusted resource for those wishing to bring the feelings of personalization, self identification, style, and rebellion to their own products that only tattoo artwork can provide. Some examples of this include the work Flash2xs.com has done with major cell phone carriers for the purpose of using tattoo flash for phone wallpaper designs. Flash2xs.com has also licensed artwork to Electronic Arts Inc. (EA) for use in character customization features in their video games. Recently, Flash2xs.com participated in a momentous project with HarperCollins and Barnes & Noble resulting in the publication of *The Tattoo Sourcebook*, a massive volume of tattoo artwork for perusal by the tattoo fanatic as well as the tattoo curious.



Today, the Flash2xs.com brand represents an authoritative and reliable source for top-quality tattoo artwork and tattoo information, and is known the world over as a trusted friend and resource to tattoo flash artists, tattoo studios, third-party licensors, and most importantly – anyone seeking tattoo-friendly reference for their next tattoo.

About Our Artists

Source: <http://flash2xs.com/about-our-artists>

Flash2xs.com, LLC is home to over 125 different flash artists from around the world, including well known names like Guy Aitchison, Friday Jones, Edward Lee, George, and Eri Takase, as well as many other rising personalities.

Each of our artists demonstrates their own unique style in the incredible artwork they create. In return, they enjoy some of the most competitive royalty rates and payouts in the industry. This overwhelming collection of motivated talent helps make Flash2xs.com the best source for tattoo artwork.



Friday Jones in New York City

Diversity is Flash2xs.com's foremost criteria in choosing tattoo artwork. Naturally, finding a diverse range of talent serves to make this happen. Guy Aitchison, a world famous tattooist who began the craft in 1988, is one such example. His designs typically focus on natural geometry and organic structure, with multiple layers of bold colors that give your depth perceptively a run for its money. Aside from TattooFinder.com, his artwork can be found in the form of paintings and tattoos worldwide.

Friday Jones' artwork can also be found worldwide, often times gracing the skin of the celebrities she has tattooed. (Angelina Jolie, Robbie Williams, Janeane Garofalo, and members of Danity Kane, just to name a few.) Along with being a couture tattoo artist, Friday creates beautiful tattoo designs that are fun, funky, and offer a little something for everyone.

If you recognize the name Edward Lee, it might be because his tattoo flash can be found in numerous tattoo studios across the world. It might also be from seeing one of his over 2,500 tattoo designs on TattooFinder.com. Whatever the case, his artwork isn't easily forgotten. Edward's true style shines through in his morbid and often times sacrilegious black and gray designs.

Another fan of the black and gray tattoo design creation is Russian tattooist and TattooFinder.com artist George. He has become well known throughout the European tattoo circuit and is continuing to grow in popularity in the US thanks to his presence on TattooFinder.com.

For Kanji lovers, Eri Takase is the site's go-to-artist. Born and raised in Japan, she achieved the rank of *Shihan*, or "Master" in Japanese Calligraphy after years of hard work and dedication. TattooFinder.com customers and employees alike have great admiration for her tattoo designs.

These artists are only a small sampling of the incredible talent we work with, and we're always on the lookout for more!



Eri Takase creating Japanese Calligraphy

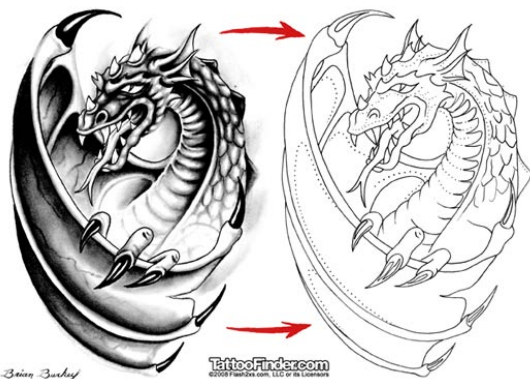
About Our Artwork

Source: <http://flash2xs.com/about-our-artwork>

It is the aim of Flash2xs.com, LLC to provide to our customers the largest, most diverse selection of tattoo designs available from any single source in the world, and assure that each design we sell is tattoo-friendly (evaluated and optimized for use as tattoo reference). Fulfilling this goal enables TattooFinder.com visitors to find their perfect tattoo design(s) and have their tattoo vision realized. It also allows licensors and business partners to find and utilize our high quality artwork to the fullest extent for many other purposes.

The story of our artwork begins with the talented tattoo flash artists we work with from all across the globe. Flash2xs.com, LLC gets dozens of applications per month from those interested in becoming an artist. We carefully evaluate every application, but only a few become “signed” artists. Some of our artists have world renowned reputations in the tattoo industry, and others are “up-and-coming” talent. What all of them have in common are the skills to create impactful, tattoo-friendly artwork on a variety of topics while maintaining their own unique style and allure.

When an artist is first signed with us, it doesn't mean all of their artwork immediately becomes a part of our design library. As new artwork is regularly submitted (either for sale or licensing) to our Acquisitions department, all designs and corresponding stencils go through a rigorous evaluation process to ensure that both meet our standards for use as high quality tattoo reference. Stencils in particular are scrutinized for artistic consistency and accuracy to their corresponding design.



Dragon Tattoo Design & Stencil by Brian Burkey



Dagger Tattoo Design by Edward Lee

Once we decide to take on new artwork, it is scanned or converted to high resolution digital images by our Production department. All of the designs and stencils we offer are digitally cleaned to insure a high quality printout for our customers. This cleaning process includes removing backgrounds and blemishes, as well as optimizing color balances, contrast, saturation and addressing any other aesthetics that may have been distorted from the artist's original creation.

Once suitable as the perfect tattoo-friendly reference, the files are uploaded to our database and carefully tagged and indexed based off their qualities. Most of these designs subsequently appear on the TattooFinder.com website where they can be viewed by thousands of people each day and purchased as someone's perfect tattoo design!

Licensing and Marketing Strategic Partners

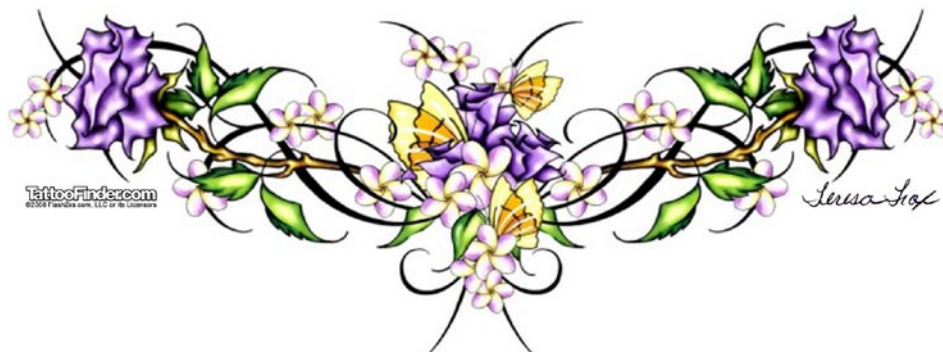
Flash2xs.com, LLC has always had an interest in cultivating highly integrated licensing and marketing partnerships. Industries with good “tattoo synergy” — fashion, sports, music and entertainment – and specifically maintain ties to the tattooed and tattoo culture, have benefited greatly from licensing our designs or even forming complete marketing partnerships. Flash2xs.com, LLC has welcomed cross-industry business relationships with companies such as The Learning Channel (TLC), Electronic Arts Inc. (EA), HarperCollins Publishers, Barnes & Noble and Wireless Developer. We’ve been happy to take part in comprehensive marketing campaigns for the “Miami Ink” reality TV series, pen *The Tattoo Sourcebook* — a comprehensive guide to tattoo-friendly artwork and getting tattooed (released September 2008), as well as license our high-quality artwork for many other unique uses such as video games and mobile device downloads.

Flash2xs.com, LLC is selective about who we decide to work with. These strategic partnerships are grown through trust, over time and with each party looking for new and creative ways to support and promote each other. In this way, our company has been able to strengthen its brand, advance its industry authority, expand its influence in new markets and solidify customer relationships.

*“Growing up I always associated tattoos as being for either bikers or military vets — a fraternity of faded hearts and arrows, American flags and “Mom.” Walking through the streets of Manhattan, one only has to spend five minutes on Fifth Avenue to see that tattoos aren’t just for Uncle Jimmy any more. When HarperCollins presented *The Tattoo Sourcebook*, I immediately understood the need for it. The book is an incredible reference tool for artists, as well as for us wannabe walking art canvases. I particularly like the user-friendly layout of the book — the A to Z approach to tattoo genres allow the reader to dip in and out or read the book cover to cover. I got my first tattoo a couple of years ago at age 37, and I’m going to use this book to help develop my next one.” - Peter Norton, Director of Publishing at Barnes & Noble*

*“When I first tried to find a book on tattoo design, I was surprised by how little there was on the market. There were some lengthy books on tattoo history and there were a few books featuring various photos of people proudly displaying their already-inked appendages, but what I really wanted was a book that showed the designs before they hit the skin. I wanted a book that re-created the experience of being in a tattoo studio but with more design variety and less pressure. *TattooFinder.com* had everything I really wanted for the book. I spoke to owner, Lou Bardach, and he thought the sourcebook was a fantastic idea, but it wasn’t enough. He wanted to give readers an authoritative and informative introduction to tattoos, and he couldn’t have been more right. *The Tattoo Sourcebook* not only helps you find your perfect design, but helps you have the best possible tattoo experience.” - Jeannine Dillon, HarperCollinsPublishing*

*“Our decision to work with *TattooFinder* was based on the incredible volume of traffic their site generates as well as their solid, ethical reputation as the leading source for high quality tattoo designs. It takes time for a newer company to build a strong presence on the web, and doing so generally requires a huge advertising budget. We felt working with *TattooFinder.com* in co-branded content distribution was a good move for both parties. We look forward to finding other creative ways to work together to enhance each other’s brand, extend our reach and increase industry authority.” - Don Hellinger, Publisher of *Inked Magazine**



Company Ownership



Lou Bardach, CEO: A founding Owner of Flash2xs.com, LLC (TattooFinder.com), Lou holds degrees in both psychology and multimedia / Internet applications development and has been working in these fields since the early 1990s. His background with both research methodologies in human behavior and Internet development bring a uniquely disciplined and strategic approach to operating a major e-commerce and community-based website.



Rachael Bardach, CFO: Rachael, founding Owner of TattooFinder.com, has been tattooing professionally since 1991 and co-owns Main Street Tattoo, a studio in Longmont, Colorado. Additionally, Rachael has been selling tattoo flash since the early `90s, formerly through Crystal Productions (the predecessor to Flash2xs.com, LLC). Rachael's long tattoo history and wealth of knowledge about the industry has helped the company fully understand the needs of the end tattoo consumer, flash artists, tattooists and other industry players.



Brett O'Connor, CTO: As the third Owner, Brett leads the development of company websites and online technology. Creative, innovative and highly disciplined, Brett brings a comprehensive, strategic approach to harnessing technological resources to benefit the company. He brought his authoritative Internet knowledge to print with the release of his book, del.icio.us Mashups, in 2007. Brett's deep interest in the field of "Interwebology" (self-defined as the study of everything and anything about the web) gives the company unmatched professional positioning online.

Recognition & Awards

The New York Times

"Selected Resource" by the researchers and editors of the New York Times online, 2008



Top 100 Sites, PC Magazine



Best & Coolest Sites Around, AskMen.com



Cool Site of the Day, CoolSiteOfTheDay.com

Select Articles

FlashNews.com – *Today's Tattoo Trends*, July, 2009:

<http://www.flashnews.com/news/wfn7090720J14251.html>

Inked Magazine – *Hottest Inked Spread*, December 2008:

http://tattoos-101.tattoofinder.com/files/TF-Inked_12-2008_final.pdf

Inked Magazine – *Denver Tattoo Convention Spread*, December 2008:

http://tattoos-101.tattoofinder.com/files/Inked_DTC_12-08.pdf

Inked Magazine – *Custom TatTools: How to get the tattoo you want*, November 2008:

http://tattoos-101.tattoofinder.com/files/TF-Inked_11-2008_final.pdf

Denver Westword – *Nudity and Controversy at the Hottest Inked Contest*, September 2008:

http://tattoos-101.tattoofinder.com/files/Westword_9-29.png

OutFront Denver – *Who's the 'Hottest Inked' in Denver?*, September, 2008:

http://tattoos-101.tattoofinder.com/files/OFC_9-17.png

Colorado Daily – *Circus of ink: This weekend's Denver Tattoo Convention goes green*, September 2008:

http://tattoos-101.tattoofinder.com/files/CODaily_9-16.png

Inked Magazine – *Lost in Translation: Is Your Design Idea 'Tattoo-Friendly'?*, September 2008:

http://tattoos-101.tattoofinder.com/files/TF-Inked_9&10-2008_final_2.pdf

Denver Post – *Tattoo art goes from wall to Web*, August, 2008:

http://tattoos-101.tattoofinder.com/files/DenverPost_8-29.png

Inked Magazine - *To Ink or Not to Ink: Is Getting a Tattoo the Right Choice?*, August, 2008:

http://tattoos-101.tattoofinder.com/files/TF-Inked_8-2008_final.pdf

Tattoo Savage – *TattooFinder.com*, February 2007:

http://tattoos-101.tattoofinder.com/files/articles_awards_02-07_savage.jpg

Rocky Mountain News – *Find tat special ink on Web* (Tech Section), January, 2007:

http://tattoos-101.tattoofinder.com/files/articles_awards_01-07_rockymountainnews.jpg

La Voz (Attractions y diversions) – *Talentoso tatuador convicto*, August, 2006:

http://tattoos-101.tattoofinder.com/files/articles_awards_08-06_attractions.pdf

Crave – *TattooFinder.com Delivers Flash to Digital Age*, March 2006:

http://tattoos-101.tattoofinder.com/files/articles_awards_03-06_crave_volume10.pdf

Some TattooFinder.com Customer Comments

*"After years of wanting a tattoo I finally saw a design I liked over this summer. After a Google search for tattoo designs I found your web site. Just as I started to go through the designs with barbed wire I found my design. After purchasing the design and printing it out I had it hanging around the house for a month to make sure I liked it. Well, a week ago I did it, and I am very happy with my choice. Your web site made it so easy to do and gave me the confidence to go ahead and get something I always wanted. Your information on selecting a tattoo design down to picking out the shop and artist was very helpful. When I took the color and stencil design to the shop the owner had seen the TattooFinder logo on the paper and said it's a good place to find designs. THANK YOU VERY MUCH!" – **JMcC, Middle Village, NY, U.S.***

*"Just wanted to drop you a line to tell you what a great site you've got and to thank you for the service you provide. I purchased my last design from you and it looks great. My tattooist was only too glad to use the artwork I gave him and I think it's a great way to do business. I've already picked my next design and have put a couple more in My Personalized Gallery for future reference. Again, a big 'thank you' from a satisfied customer." – **Eddie, United Kingdom***

*"Pricing at TattooFinder.com is good. It's easier to sit here and look than spend hours in a shop looking at flash books and pages. At TattooFinder.com they are at your fingertips to look at any time in case you can't make up your mind right away (like me). For me, the convenience was WELL worth the price! I couldn't find a fairy anywhere else that I liked better, I knew exactly what I wanted for a fairy and found it at TattooFinder.com." - **Lori Albright, PA, U.S.***

*"I had been looking for the perfect design for such a long time and I found it here TattooFinder.com. Thank you so much for having the best website with the best designs! I love my new tat and I know where to come to when I want more." - **Mel - Perth, Australia***

*"Other sites didn't give me what TattooFinder.com did. My tattooist loves it when I bring her something from you (with the stencil), it's perfect! I've actually had two designs from TattooFinder inked, and my boyfriend got one. We are looking for more. TattooFinder.com's tattoo designs are clear and crisp, colorful, eye catching, and a great variety. My design exceeded what I hoped for. I won't go anywhere else!" - **Rebecca Tomlin, NJ, U.S.***

*"Everything you have in here is all in order, not like other sites. There's no hassle and everything is very straight out and true. I show some of my clients your website and they are impressed just like I was. My clients keep going in to your site, looking at your drawings and telling me, "I want that one! No, no, I want that one!" You just have so many options. The site is great, keep up all the good work!" - **Gerardo Guzman Jr. - Castroville CA, U.S.***

*"I just want to say this is THE best site I've seen! I am so impressed . . . and thanks for all the info. I'm contemplating my first tattoo at age 42 and this site has helped me tremendously! Thank you so much!" - **Judy Greenwald, Pennsylvania***