



PRESSTEK

DIALOG

NUMBER

12

News and Information for Presstek Customers

**GRAPH
EXPO**

SEPTEMBER 11-14

MCCORMICK PLACE SOUTH
CHICAGO

Visit Presstek at
Booth 3200

Register free for Graph Expo
through August 26 at:
www.presstek.com/events

See Presstek DI® and CTP in Action at Graph Expo

Digital Offset Solutions for Every Size Printer



Featuring Presstek 75DI
and Presstek 52DI-AC
digital offset presses

Presstek 75DI

At Graph Expo 2011, Presstek will demonstrate how its digital offset solutions are strategically aligned with the needs of the industry. At Presstek's booth, printers of all sizes will find ways to profit on the demands for shorter run lengths, faster turnaround, lower costs, and reduced environmental impact.

Recognizing the value that live demonstrations have for show-goers, "Presstek had the largest pressroom presence" at last year's show, reported *Printing Impressions*. This year, Presstek renews its commitment to present an array of digital offset solutions in action at Graph Expo. "The information gained during the live performance of our equipment is unsurpassed for visitors," explains Kathy McHugh, Presstek's Chief Marketing Officer.

This year's exhibit will feature a 5-color Presstek 75DI digital offset press that goes from digital file to sellable sheet in only six minutes. Presstek will also be demonstrating the 52DI-AC digital offset press, which features an inline aqueous coater.

Keeping Your Business Running

A reliable service partner that provides rapid response and maximum uptime is essential. Presstek's field engineering and customer care teams are dedicated to maximizing your uptime and optimizing the performance of your Presstek digital offset equipment.

Presstek stocks a wide range of pressroom supplies, plates, prepress materials, proofing products, parts, and small equipment from a range of manufacturers, all ready to ship when you need them to. Managing all your supply needs is quick and easy at shop.presstek.com or 1-800-422-3616 (USA) and 1-800-387-3143 (Canada).

Visit us at Graph Expo and learn more about Presstek's expert service and comprehensive supply line.

Presstek will be located at the front of South Hall, Booth 3200.

For information about the Presstek 75DI, 52DI-AC, and Presstek CTP solutions, see page 2.

SMART PRINTING
UP TO
\$6000
CASH BACK
SMART PROFITS

Now through September 30,
receive up to \$6,000 cash back
on a new Presstek DI press.
More on page 2.

PRESSTEK
A SMARTER WAY TO PRINT

Visit Presstek at Graph Expo, Booth 3200

What You'll See Demonstrated

Presstek 75DI

With complete job changeovers from digital file to sellable color in six minutes, the Presstek 75DI delivers more jobs every hour and every day. Boasting a 29" 6-page format, 16,000 impressions per hour, and accommodating nearly any offset stock up to 31 pt. thick, the Presstek 75DI meets a wide range of needs from short-run cards to multi-page booklets and folded cartons. The 75DI is available with aqueous coating and up to 10 towers. It is able to print for cost as low as 1 cent per letter-size page.



See a video demonstration of the Presstek 75DI at www.presstek.com/75video.

Presstek 52DI-AC

Presstek will also demonstrate its 52DI-AC, a 20" landscape format, 4-color digital offset press with inline aqueous coating. Commercial, in-plant and packaging printers can expand the range of applications they produce, opening new business opportunities. The 52DI-AC supports flood and spot coating.



Presstek DI presses are designed to meet the growing need for cost-effective color offset runs of 500 to 20,000, bridging the gap between digital toner and conventional offset printing. They offer higher throughput than similarly priced digital presses. DI presses can meet virtually all the ink, stock and printing specifications of conventional offset, but with the direct-to-press DI advantage. Presstek DI presses support up to 300 lpi and FM screening.

To read about the success of customers following the installation of their DI presses, see "Recent DI Installations," page 4.

Presstek CTP Solutions

Are you looking for just the right CTP solution to fit your business model? Presstek offers the industry's widest range of CTP hardware and plates.

Compass Series

High resolution, high throughput

The Compass Series offers fully automated thermal systems in 4- and 8-page formats, imaging up to 450 lpi.



Dimension Pro

Excellent mid-range thermal CTP

Dimension Pro models deliver up to 50 plates per hour, imaging up to 450 lpi. 4- and 8-page models are available.



Vector FL52

Small format (52cm and under) high quality, metal plate solution

Using Presstek chemistry-free Freedom plates and an integrated washer, the Vector FL52 provides high productivity, clean operation, and lower costs.



DPM Pro 400

Polyester plate system for small format, short-run printing

For short-handed shops, DPM Pro 400 is a fast, compact, automated way to produce a steady stream of digital plates.



Aurora EXP

True chemistry-free, high resolution plates

Ready to print with only a water wash after imaging, Aurora EXP is an environmentally-friendly plate for short runs, longer runs up to 50,000, and quick turnaround.



Aeon

Highly versatile no-preheat 830 nm thermal plates

Aeon is engineered for runs up to 200,000 without baking; up to 1 million with baking. It is an easy-to-use, one-plate solution with many applications.



There has never been a better time to purchase a Presstek DI press.

UP TO
\$6000
CASH BACK
SMART PRINTING
SMART PROFITS

Purchase before September 30, 2011, and receive:

\$3,400 Cash Back on a Presstek 34DI

\$5,200 Cash Back on a Presstek 52DI

\$6,000 Cash Back on a Presstek 52DI-AC

For more information
Call 1-800-524-0003
ext. 3599

Current DI press owners: Receive up to a \$75,000 trade-in allowance with the purchase of a new Presstek DI press.

Thinking Outside, Inside, and All Around the Box

Within the packaging industry, there are printing opportunities of every size and shape

While some segments of the print market have been declining, eroded by alternative means of communication, other segments are seeing growth. With recipients' email inboxes overloaded, marketers will increase spending on printed direct mail—by up to six percent this year, according to marketing consultants Winterberry Group. Packaging is another growing market, presenting growth opportunities for printers of all sizes.

Executive and business strategists I.T. Strategies have recorded steady annual growth in the packaging industry, a trend they say will continue.

Currently, they report, the world-wide industry boasts an impressive \$290 billion in sales.

Market researchers Visiongain expect the health care product packaging market alone to reach \$87.3 billion in 2011. Other segments of the packaging industry are also experiencing explosive growth. PIRA International identifies personal care product packaging as a rapidly ascending market, growing from \$17.5 billion to 21.4 billion globally by 2014.

Opportunities in All Sizes

It is not all large volume national accounts driving the growth. Proliferation of “Buy Local” initiatives, cottage industries, and local brand popularity present opportunities for printers of any size and geographic reach. Look at the trend toward micro breweries and local wineries in markets of all sizes, and you can see just one tip of the iceberg.

Another reason for expansion is the growing use of private labels alongside nationally branded products. According to the Private Label Manufacturing Association, store brands now account for one of every five items sold in U.S. supermarkets, drug chains, and mass

merchandisers. “Private-label branding has never been as strong as it is right now,” says Lynn Dornblaser, a director at product market research firm Mintel International.

Metro New York grocer A&P, for example, with less than 100 stores, offers ten private label brands. Multiple private labels by mass retailers and the initiation of micro-private labels by small retailers are creating opportunities in all sizes.

Where there's a package, there's a promotion. Point-of-purchase advertising, package inserts, peel-off coupons, and hang tags are just some of the collateral items associated with packaging.

What all this means is that domestic growth opportunities in the packaging industry abound.



Packaging Trends

In the competitive retail environment, specialty stocks, fluorescent ink, metallic ink, varnishes, and aqueous coating are being employed to achieve distinction and shelf appeal. Multi-part packaging is employed to increase both brand awareness and perceived product value. A personal care product packed in a labeled jar, wrapped in branded tissue paper, and placed in a folded box, is a common example.

Like other areas of print communication, there is a growing need in the packaging industry for versioned and short run printing. Seasonal messaging, market test designs, on-package offers, and multiple language editions are just a few factors driving the trend toward versioning. Growing numbers of niche market products, test market product launches, and the popularity of local brands are increasing the number of

Continued on next page



Our Presstek 52DI-AC press frequently operates 24 hours a day. It is an ideal solution for our short-run packaging jobs. The coater adds speed and flexibility, so we can print in the morning and deliver in the afternoon.

Because its plates are imaged on the press, the DI press has opened up capacity on our CTP machines and improved workflow to our other presses. It has also helped the environmental side of our business. The platemaking is chemistry-free, the waterless printing reduces VOCs, and the press requires less makeready sheets and overage due to the consistent high quality throughout the run.



—Shaun Johnson, Managing Director, Potts Printing and Packaging

Recent DI Installations Raise Capabilities for Large Commercial and In-plant Printers

Quad/Graphics, the world's second largest provider of print and multichannel marketing solutions, has purchased a five-color Presstek 75DI digital offset press with an inline aqueous coater. "We are extremely pleased, once again, that Quad/Graphics has chosen Presstek DI technology to be part of its production platform," said Jeff Jacobson, Presstek's Chairman, President and CEO. "In the fall of 2009, Quad/Graphics installed a Presstek 52DI-AC press, and now they are adding the larger 29-inch Presstek 75DI."

BlueCross BlueShield of Tennessee is utilizing a four-color Presstek 75DI with aqueous coater to produce marketing materials and internal communications. "Our on-site shop brings many advantages to the corporation including convenience, security, and lower costs," said Robert Pettway, Manager, EDM & General Services for BlueCross. "In today's business climate, on-site shops must prove that they add value to a company and operate more cost effectively than outsourcing. The Presstek 75DI will help us reach these objectives."

Advanced Digital Printing, based in Brooklyn, NY, has enhanced its production capabilities by adding a five-color Presstek 75DI digital offset press with aqueous coater to its equipment portfolio. Advanced Digital Printing also operates a Presstek 52DI-AC. "We are big believers in technology and are excited about the new capacity and capability the 75DI adds to our business," said Elazar Wadler, Chief Information Officer for Advanced Digital Printing. "When we combine our internal laser die cutting, folding and gluing capability with the speed, quality, and versatility of DI printing, including inline aqueous coating on both presses, we are very competitive."

MSP Digital Marketing, a network of marketing solutions providers, has installed a Presstek 52DI-AC digital offset press in its DigitalXPRESS location in New Jersey to augment its digital toner-based production. "The Presstek 52DI-AC is very complementary to the various targeted direct marketing solutions



MSP Digital Marketing's Presstek 52DI-AC press complements its digital production devices.

we provide, including our existing color and black-and-white digital production platform. The Presstek 52DI press allows us to produce longer runs more cost effectively than toner, and its extremely high quality output positions us well to work with agencies and garner business in many of the quality, vertical markets that we serve," said Jonathan Fogel, Partner at MSP Digital Marketing.

University of Essex in the UK has installed a Presstek 52DI digital offset press and Vector FL52 chemistry-free CTP system. Early in 2011, the in-plant shop rebranded itself as Print Essex and strategically began to expand into the commercial market. "There were a number of reasons why the Presstek 52DI was chosen," explains General Manager Chris Lewes. The environmental benefits of waterless printing and chemical-free plate making were very important to us. We were also very impressed with the system's output. The color accuracy and the final print quality is fantastic. The fast makeready and throughput is also exceptional and we are producing significantly more work per day. The 52DI is the perfect press for us."



Chris Lewes with the Presstek 52DI at Print Essex, the in-house printing service of the University of Essex.

Packaging Opportunities in Every Size and Shape

Continued from previous page

short-run package jobs. At all levels, manufacturers are looking for suppliers who can provide on-demand package solutions that support inventory management and cost control.

The popularity of natural foods and personal care products has increased the demand for environmentally-friendly printing methods, stock, inks, and coatings. There is also a growing trend toward more biodegradable packaging, such as replacing plastic surrounds with paper wraps or cardboard sleeves on durable goods.

A Short-run Package Solution

"Presstek DI presses deliver a low cost per unit in the shorter run lengths that are growing prevalent in the packaging industry," states Joseph Demharer, Presstek Vice President of Sales. "The ability to print a wide range of inks, including vegetable-based varieties and protective varnishes, on stock up to 31 pt. thick, make DI presses well suited to meet many of the printing needs of packaging customers."

For high volume printers and packaging suppliers, DI presses are a cost-effective solution for profitably meeting customers' short-run and fast turnaround needs, and for printing small package components without burdening large presses and imposing on production schedules.

DI press sizes accommodate the majority of the printed components commonly in packaging, such as skin cards for blister packs, inserts for plastic clamshells, and the small folded boxes used in many industries. The 29-inch format Presstek 75DI handles larger folded boxes and facilitates multiple-up sheets and gang runs.

Presstek 52DI and 75DI presses are available with inline aqueous coating. UV models of the 34DI and 52DI are also available.

To learn how a Presstek DI press or chemistry-free CTP solution can help your business please call 1-800-524-0003 x3599 or visit www.presstek.com.