



New Kodak Direct Press 5634

Addition of New Kodak Digital Offset System Provides Greater Quality, Flexibility for Quality Printing Clients

ANDERSON, IN • June, 2007: For Immediate Release — Quality Printing Company, one of the Midwest's premier commercial sheet-fed printers, has announced investment in a state-of-the-art digital printing system that improves the quality, speed, efficiency and flexibility of medium and short-run offset print projects.

The new system, Kodak's Direct Press 5634, incorporates proprietary Kodak imaging technologies and unprecedented automation to create brilliant, high-resolution colors and images, with the crispness and razor-sharp line definition unseen in previous digital printing systems. "Anyone who's seen short-run color from first-generation digital presses can see compromises in image and line quality," says Quality Printing Company President Steve Harney. "The old stuff looks more like it came from a color copier than a printing press. However, this new Kodak digital offset system uses an entirely different imaging approach, and prints at 300 lines of resolution. The final product looks like something that came off a Heidelberg."

While end-use product quality is what customers like most, the Direct Press 5634 also offers features that result in lower costs, reduced waste and more rapid turnaround. Among those features are: completely automated digital platemaking, mounting and clean-up; automatic on-press registration; reduced waste sheet counts; faster change-out from one job to the next; and reduced energy costs, compared to other digital offset systems.

Harney believes the new Kodak system makes short-run printing more attractive to more quality-conscious print customers, who were unwilling to compromise on image quality for the sake of short-run efficiencies. "With the introduction of this technology, we've reached a point where short-run color no longer translates as 'compromise color.' I think even the most quality-driven graphic designer or corporate officer will look at what this system can produce and be totally impressed."

According to Harney, the new Kodak 5634 system is up and running, and already making a considerable impact with clients and, most importantly, end-use customers.

Founded in 1970, Quality Printing Company provides digital prepress, print production, bindery, direct mail and fulfillment services for companies ranging in size from Fortune 500 to sole proprietorships. The company operates from a 35,000 sq. ft. facility in Anderson, 25 minutes Northeast of Indianapolis. For more information, contact Steve Harney at steveharney@quality-printing.com or call (800) 771-1142.



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