

Hot Print Markets for 2010

Where to Find Sales in the 'New Normal' Business Climate

Cross-Media Opportunities

Printing Is a Key Element of Integrated Marketing Solutions



PRINTING IMPRESSIONS®

\$10.00

JANUARY 2010

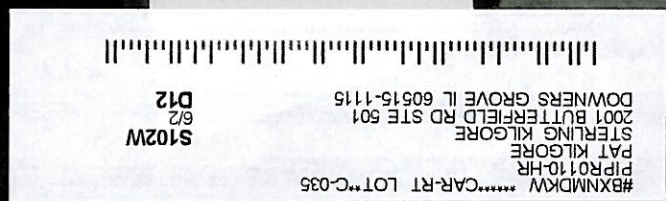
America's Most Influential and Widely Read Publication for Commercial Printers

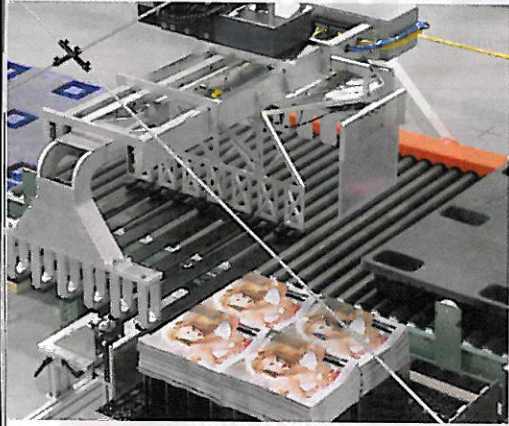


All Out Print Communications' leadership team (shown clockwise from the front middle) includes Jim Capuano, Bob Pawlicki, Dan Kotas, Craig Rehr, J.B. Capuano and Gordon Gizowski.

Giving It Their All For Clients

Installing a pair of large-format sheetfed presses is one way All Out Print Communications has gone big and bold to provide exemplary service to its customers. The company also fearlessly tackles the challenges of UV printing and plastic substrates.



NEW*products***Palletizers Offered For Press/Bindery**

Three new palletizers have been introduced by **IMC America**. The CAMotion Log Depalletizer (LDP) can mount on existing conventional overhead rails for binding lines with manual bundle clamps. The Variable Height Bundle Palletizer (VHBP), for variable height postal requirements in the bindery, measures each bundle delivered from the binder, and builds equal height layers until the pallet is complete and ready for shrink wrapping. The CAMotion Loose Lift Palletizer (LLP) is designed to automate two web press pile stacker deliveries at one time.

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Software Integrates QR Code Capability

interlinkONE Inc. has introduced a multi-channel marketing software solution that allows users to generate Quick Response Codes (QR Codes)—two-dimensional barcodes featuring URLs that drive users from printed material to the Web. With the addition of QR Codes, users can connect stagnant print and an interactive response

Mail System Brings More Jobs In-House

The Mailstream, from **Rollem International**, is a fully automated direct mail finishing system that only

to develop marketing solutions that build, manage, execute and measure all aspects of a company's marketing efforts.

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Hot Melt System For PUR Delivery

PUR melt units, from **Valco Melton**, are designed exclusively for the delivery of PUR (polyurethane reactive) hot melt. The units feature a locking lid assembly and nitrogen or dry air kit, and are available with 16L or 30L capacity, multiple gear pumps and up



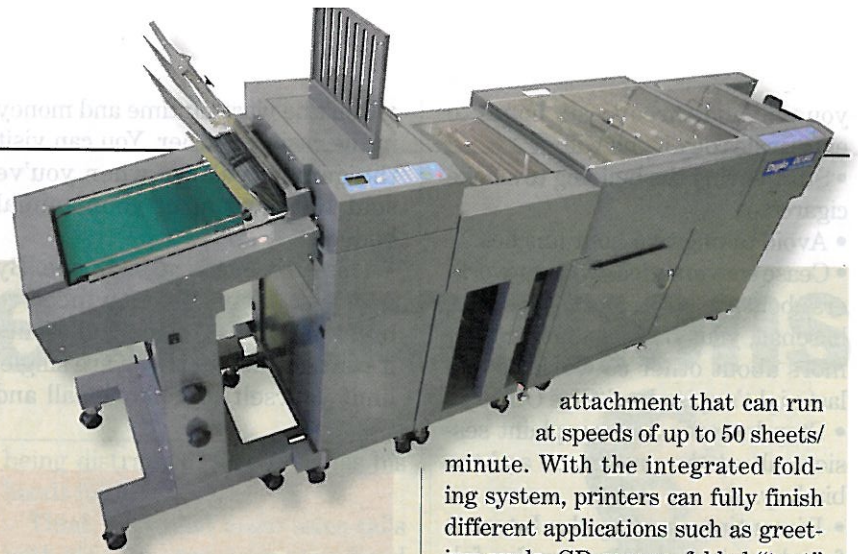
to six hose/gun outputs. The units can be used with a range of standard hoses and are typically used with zero-cavity or ME series hot melt valves and short engagement nozzles.

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Tabber Helps Users Meet USPS Specs

The new KR 535 HK tabber from **Kirk-Rudy** can apply tabs up to 2" in diameter on the lead, trail and side edges of booklets and self-mailers in one single pass. The single tabbing system allows users to meet the new USPS specifications for self-mailers and booklet tabbing regulations. The tabber handles

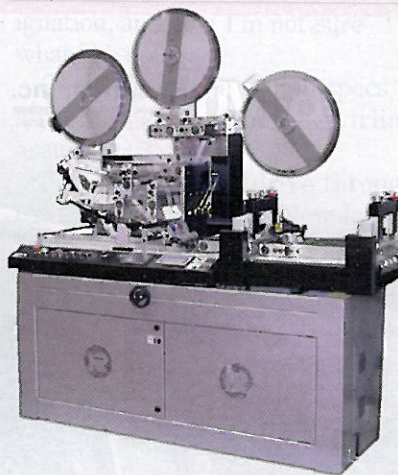
requires one operator, and can produce up to 12,000 mail pieces/hr. Users can take a fully printed press sheet, cut the sheet into final size, perforate, strike perforate coupons, score, tip-on cards, apply remoistened glue, and

**Knife Folding Option Added To Creasers**

Duplo USA has extended the in-line capabilities of its DC-645/DC-615 slit/cutter/creaser and DC-445 creaser range by adding a knife fold

attachment that can run at speeds of up to 50 sheets/minute. With the integrated folding system, printers can fully finish different applications such as greeting cards, CD covers, folded "tent" business cards, brochures and leaflets without additional operators. The knife folder also incorporates two knife folds, making it suitable for parallel fold applications such as letter and gate folds.

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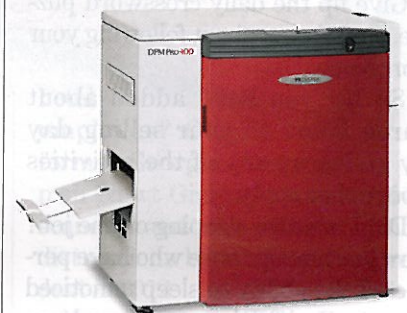


large 16" diameter rolls and runs all major types of tabs, as well as pressure-sensitive stamps and labels of various shapes and sizes. It runs in-line with most standard addressing systems.

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New Polyester CTP Platesetting System

Presstek Inc. has introduced the DPM Pro 400 polyester CTP platesetter for



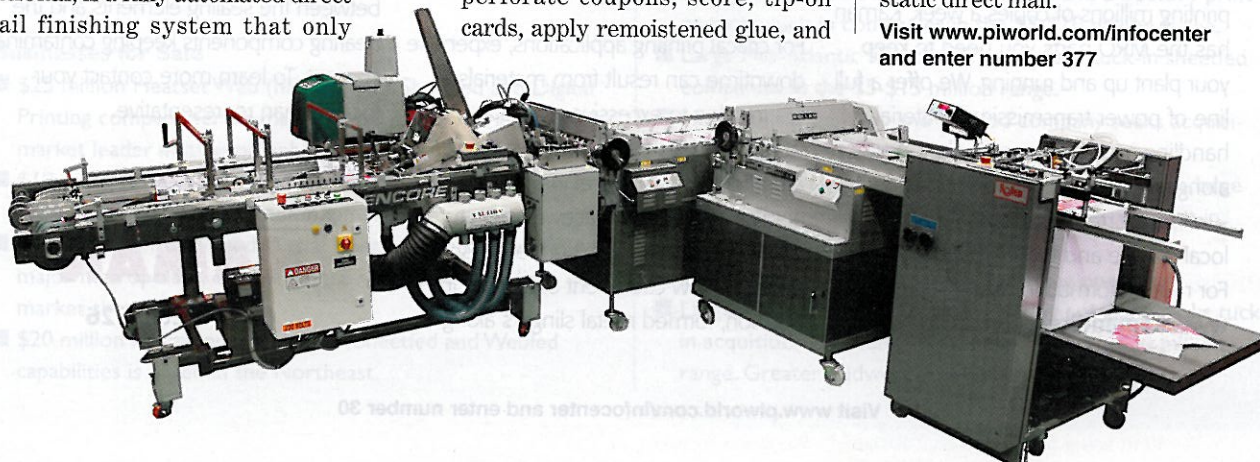
commercial printers that utilize small-format presses. It images plates for both portrait- and landscape-format presses, and supports screen rulings up to 175 lpi. The platesetter is capable of imaging at 1,200, 1,500, 1,800 or 2,400 dpi, and can produce up to 78 plates per hour at 1,200 dpi.

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Software Manages Data Streams

Océ has introduced Océ VPconvert software to help users overcome data conversion barriers associated with proprietary print formats. The automated conversion tool processes Variable Data Intelligent PostScript Printware (VIPP) data, allowing it to run with Océ hardware and software workflows. Customers can route their legacy VIPP print applications to Océ systems without modification, and the new conversion tool also allows users to directly print VIPP data streams without reprogramming or rewriting the original VIPP application. The Océ VPconvert software is available for both high-volume continuous form production print environments and high-volume production cutsheet applications.

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fold and fugitive glue mailing products to meet all of the latest postal requirements. The Mailstream is ideal for both VDP products and ink-jetting or for static direct mail.

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