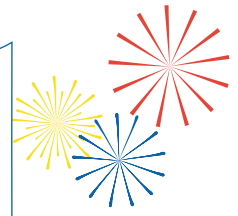




Copresco's

Overnight Lite



June/July 2001

Vol. 12, No. 6

And the Winner is...

The Docucolor 2060 Digital Color Press

By a two-to-one margin, respondents to our survey voted for the Docucolor 2060 as the digital press rendering the best color quality.

We had an excellent response that validates the survey results. *Overnight Lite* readers evaluated two versions of our April issue. One version was digitally printed on the Xerox Docucolor 2060; the other on the Indigo E-Print Pro Plus.

We asked you to consider the overall quality of the press to reproduce colored and black and white text, background tints and color gradients, colored graphics and scanned photos.

Electorate Demographics

We knew our readers were highly knowledgeable graphic arts professionals. Seventy-five percent of the respondents indicated previous on-demand color experience. Ninety-seven percent of those declared familiarity with Xerox and/or Indigo output.

Some readers would not vote because they couldn't compare the quality of the two newsletters without knowing how well the color matched the originals. Others wanted to compare the digital pieces to offset printing.

No Contest

The newsletters comparison was the only practical way to handle the survey without inviting you in for a personal audience. Since we are not in the offset printing business, the offset comparison is a moot point.

Copresco is looking for a machine that can help us print the most pleasing color on extremely demanding time frames. We remain totally committed to the Copies Overnight concept, be it black and white or color.

As a books and manuals printer, we also need a press that offers quick,

easy setup, variable data flexibility and can handle a wide range of book papers.

Voter Preferences

While the Docucolor was the leading vote getter, there was no landslide victory. Voters expressed widely varying opinions and comments regarding the factors most influencing their voting decisions.

Here's a sampling:

For the Docucolor

- "Overall balance of color lay down—4/C photos not plugging in as on Indigo. Type is not as fatty."
- "The text and colors on the Indigo document were too intense for my tastes. The Xerox document was more pleasing to my eyes."
- "Quality. The Indigo produced graphics that were grainy with muted color and fonts that looked bold (fat). The Xerox was crisp with sharp fonts."
- "Thinner, cleaner type and better halftones on the Xerox. The actual color of the halftones is better on the Indigo, but they look cleaner on the Xerox."
- "Sharpness—e.g. the detail in Jessica's jacket, the detail in Chuck's tie, the Alphabet—especially the word 'kids'."
- "More natural flesh tones on the Xerox."
- "Xerox appears as 'cleaner' color. Color is subjective, but out of 6 people here all 6 chose Xerox pieces."

For the Indigo

Others surveyed thought:

- "The color and clarity. I like the way the Indigo 'Pops' vs. the flat look of the Docucolor—both are very clear and sharp."
- "Flesh tones. It was almost a toss-up. Xerox has better colors, Indigo colors are darker, but flesh tone of

Indigo is better while Xerox is washed out."

- "Warmer color, dot structure and blacker text, easier for 40 + to read."
- "The Indigo piece has more detail, richer colors and does not appear as 'flat' as the Xerox piece. Also colors seem truer!"
- "The Docucolor is a clean copy but shows mottling in dark areas. It also has problems with gray and tan background or screened colors. The Indigo does not."

Kudos and Thanks

That sums it up. "We thank all of the publishing and graphic arts professionals who participated in the survey," says Copresco president Steve Johnson. "Your thoughtful and incisive comments are greatly appreciated."

"The establishment of a color press standard is an important element of our continuing commitment to exceptional quality, fast turnaround and personalized service. Your input will be the most important factor in our selection of a digital press."

"We will make our final decision soon and establish an equipment standard that matches the quality of our black and white work. The new digital color printer will then take its place next to our fleet of Docutechs," Steve concluded.

So when you need help with books and manuals, call the company that can meet all your digital printing needs...in black and white or living color. Call Copresco.

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Independence Day

Copresco will close Wednesday, July 4, for Independence Day. Have a great day.



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Address Correction Requested

Children are unpredictable. You never know what inconsistency they're going to catch you at next.

~ ~

It now costs more to amuse a child than it did to put his father through college.

~ ~

Marriage: the process of finding out what kind of person your spouse would have preferred.

~ ~

"It is ridiculous claiming that video games influence children. If Pac-Man affected



kids born in the Eighties, we should now have a bunch of teenagers who run around in darkened rooms eating pills and listening to monotonous electronic music."

—Mike Easter

~ ~

It's not so much what you did as what you are doing.

During the space race of the 1960s, NASA invested \$24 million to develop a ball-point pen that would write in zero gravity. The Russians used a pencil.

~ ~

"What happened to you?" a mother asked her ten-year-old



daughter who came home from school all dirty with grass stains.

"Billy Edwards kissed me on the playground," she answered through clamped teeth.

"My!" the mother gasped. "I see you put up quite a fight."

"I sure did," the little girl replied resolutely. "It took three of us to hold him down."

~ ~

I have found the best way to give advice to your children is to find out what they want to do and then advise them to do it."

—Harry S. Truman

A koala entered a restaurant and ordered a sandwich. When he was finished, he pulled out a pistol, shot the waiter, and walked out the door.

"Hey!" the shocked owner called after him. "Who do you think you are, eating my food, shooting my employee, and walking out without paying?!"

"Hey, I'm a koala," the bear yelled back over his shoulder without stopping. "Look it up."

The bartender frantically grabbed a dictionary, flipped through the pages and found this entry: "Koala: *n.* a marsupial that eats shoots and leaves."

~ ~

A hiker came to a river and saw a little boy on the other bank. "Yoo-hoo," he shouted, "how can I get to the other side?"

The boy looked up and shouted back, "You already *are* on the other side."

~ ~

"I see Tom Cruise is available," a woman said while reading an entertainment magazine.

"Who cares?" her boyfriend huffed. "Guys like that are a dime a dozen."

"Great," she replied, tossing him a nickel. "I'll take six."

~ ~

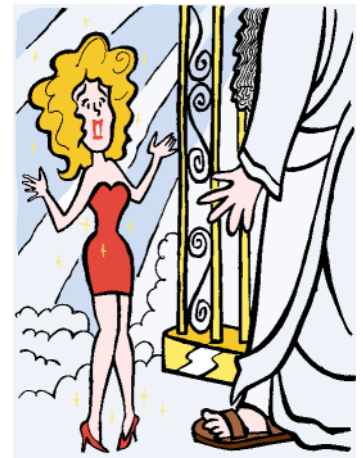
You can gauge ambition by whether someone considers his alarm clock a friend.

Hit by a taxi, Doris was unconscious and had a near-death experience, where she saw God at the end of a bright tunnel. "Is my time up?" she asked.

"No, Doris," God replied. "You have another 43 years, 2 months and 8 days left, so go back down."

With that, she found herself back on the street. In the hospital she decided that, with the guarantee of a long life, she would make the most of it. She blew her savings to get a facelift, liposuction, and a tummy tuck.

As she strutted proudly out of the hospital two months later, she was hit by



another taxi. There she was again, face to face with God. "What gives?" she huffed. "You said I had another 40 years!"

"Gee, Doris, sorry about that," God said with a shrug. "I didn't recognize you."