

Others come and go...

Copresco Forges Ahead with Digital Leadership

The past year and a half has been a tough period for many in the digital printing industry. We have seen a surprising number of shops go out of business, via Chapter 11 bankruptcy, equipment repossessions or simply by closing their doors.

Alive and Well

Copresco, by contrast, continues to update our technology, expand our knowledge base and add equipment to meet growing customer demands. In the last year, we installed new saddle binding and coil binding systems, and two digital color presses in our 14,000 sq. ft. plant.

15 Years of Service

In October, we celebrate our 15th anniversary. Since our inception in 1987, we have had but one purpose: to be recognized as the national leader in digital technology and printing on-demand. We achieved this goal as witnessed by our:

- recognition as the top digital printer in the nation.
- ability to routinely handle "Impossible Mission" jobs that others can't.
- international awards for printing excellence.
- frequent publicity and quotations as technical experts in local and national media.
- requests for technical information and assistance from diverse groups.

The Printer's Printer

As the Digital Printer That Printers Use, we regularly serve customers in the printing trade, including those who have their own Docutechs but still rely on Copresco to handle their tougher assignments. Every job we take is treated as the most important job in our shop.

Your Helping Hand

You are responsible for our continuing growth and success. In addition to fueling our digital presses with millions of impressions, you have enthusiastically responded to our requests for assistance. Your input was invaluable in our decision to buy the Docucolor 2060 digital color press. Our technical bulletin series, TechTopics, was created to meet your request for more technical information.

Best Yet to Come

Yes, together we have made great strides. But, we believe that the best is still ahead. Our pioneering efforts have helped make digital on-demand printing the process of choice for fast turnaround of books, manuals and publications. We will continue to reward your trust in Copresco through improved technology, enhanced personalized service — and old-fashioned hard work.

Improved Color Management

Copresco is beta testing an experimental RIP/controller for digital color presses.

"The powerful system has the potential to streamline workflows and increase productivity for both color and black and white digital printing," says president Steve Johnson. "As an on-demand printer where every minute counts, we are always looking for better, faster ways to produce jobs, while maintaining optimum quality."

Added Benefits

The new controller, with enhanced ICC profile support, may offer opportunities for better, more accurate color management than the Scitex and Fiery units we currently use. Other benefits include a more robust handling of variable data printing and the support of alternative page



description languages for the text-heavy documents that we produce.

Copresco was selected by Xerox for the testing project because of our expertise and in-depth experience in digital technology. We have provided extensive technical feedback to Xerox for many years.

If you have never used Copresco for color, give us a call. We're constantly updating and improving our software and hardware for fast turnaround of your high-end color jobs.

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Technical Writing Recognition

President Steve Johnson has been recognized as a senior member by the Society for Technical Communication.

An award-winning writer, Steve brings a unique perspective to the technical communications field. In addition to his writing skills, he processes extensive knowledge of technical documents preparation, production and printing. He also has in-depth experience in the creation of websites rich in technical content.

Steve has won APEX awards for publications excellence over the past four years for Overnight Lite, TechTopics and the Copresco website.

A founding member of the Digital Printing Council of the Printing Industries of America, Steve serves as an advisory editor for Digital Impact, PIA's national newsletter dealing with digital technology topics.



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Address Correction Requested



A robber jumped out of the shadows and growled to the passerby, "This is a stickup. Give me all your money!"

"You can't do that!" the victim huffed. "I'll have you know I'm a United States



Congressman!"

"Oh, sorry," the thief replied. "In that case, give me my money."

"Hello, Mr. Brown," phoned the sales rep. "I'm calling because our company replaced all the windows in your house with our triple-glazed, weather-tight windows nine months ago, but you still haven't sent a payment."

"No problem," the man replied. "You yourself said they'd pay for themselves in a year."

No matter how busy people are, they are never too busy to stop and talk about how busy they are.

Do you want to see God laugh? Just make a plan.

A fine is a tax for doing bad.
A tax is a fine for doing good.

A state trooper pulled over a pickup truck that was weaving on a rural highway. "You got any ID?" he asked the driver.

The man replied, "bout what?"

I just got a job at the paper company, but it folded.

A student worked his way through veterinary school as a taxidermist, and decided to



offer both services. He hung up this sign: "Dr. Jones, Veterinary Medicine and Taxidermy—either way, you get your pet back!"

If you lend someone \$20 and never see that person again, it was probably worth it.

I got fired by the tennis ball company, so I took them to court.

I had to go to court, and suddenly realized I had put my future in the hands of twelve people who were not smart enough to get out of jury duty.

"I want a tooth pulled, but I don't want Novocaine—I'm in too much of a hurry," the woman said to her dentist. "Just extract the tooth as quickly as possible, and we'll be on our way."

"You're certainly a courageous woman," the dentist said, impressed. "Which tooth is it?"

She turned to her husband. "Show him your tooth, dear."

I was on my way to speak at an elementary school when a little girl, noticing my uniform, asked, "Are you a police officer?"

"I sure am," I answered. "My mother said if I ever needed help," the girl continued, "that I should ask a policeman."

"That's right," I replied. "Do you need help right now?"

"Yes," she said shyly. "Would you tie my shoe?"

Q: What do you call a boom-erang that doesn't work?
A: A stick.

"I'm just wasting my time," a little girl said to her mother after her first week of school. "I can't read, I can't write—and they won't let me talk!"

Bumper sticker we saw: "My Child was Inmate of the Month!"

The church secretary needed to get some documents out of the office safe, but found she



had forgotten the combination.

She called the pastor for help. He turned to the first number and the second, but then he too got stuck, a blank expression crossing his face. He paused, looked upwards, his lips moving silently, then turned to the final number and opened the safe.

"Pastor," she exclaimed, "I'm in awe of your faith!"

"The same method can work for you, too," he assured the secretary. "The numbers are taped to the ceiling."