

On-Demand—Part Two...

Delivering Benefits You Can't Get Anywhere Else

In the June issue of *Overnite Lite*, we told you about the advantages of digital on-demand printing and how Johannes Gutenberg would love Copresco's commitment to fast turnaround of high-quality, short-run publications, books and manuals.

We conclude this two-part series by discussing the additional benefits you gain from digital on-demand. Benefits that you can't get from any other printing process.

Time Savings

On-demand saves you and your company valuable time. Repeat ordering is fast and convenient. Just give us the word and your job will be reprinted exactly as it has been stored. No need to resend any of your file documents, graphics or fonts.

Our fast turnaround gives you even more time. You can wait an extra day or so to put the finishing touches on your masterpiece or add that last piece of important information. Or, you can proofread the document one more time to catch a typo.

Reduced Inventory

On-demand offers greater control over the printing process. Press runs in the hundreds rather than tens of thousands dramatically reduce your inventory needs and warehousing costs.

Your books and manuals are printed when you need them. Now, you stock the amount you need, not skids and skids of materials.

There are no restrictions on document sizes. Publications run the gamut from small saddle stitched booklets to looseleaf volumes that contain thousands of pages.

Cost Savings

Real savings from on-demand go far beyond individual costs per piece. Significant savings are achieved through reduced storage, less waste

and obsolescence, and the ability to make timely revisions with ease.

This means you won't be filling your dumpsters with cartons of outdated copies.

Elimination of negatives, plates and storage, and shorter press make-readies are additional benefits.

Our fully networked digital presses make high-speed production runs without excessive setup time. Inline collating, stapling and index tabs printing eliminate extra time-consuming operations.

Greater Flexibility

With digital technology, changes can be made quickly and easily to keep documents up-to-date. Individual pages, indexes, cover letters and other pieces can be tailored to meet specific needs.

Additional flexibility is achieved with our variable data capabilities. We can create pieces that vary from impression to impression based on information from your database. On-demand is the only printing process that offers this significant benefit.

Completed jobs are electronically stored for immediate reprinting as is or with the required changes.

Painless Service

With all these benefits, it's no wonder that on-demand is the fastest growing segment of the printing industry.

And since Copresco "patented" the digital process, there's no need to look any further. Because there's no substitute for our special technical skills, know-how and in-depth experience.

So when you need publications, books or manuals in a hurry. Call Copresco.

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Those Were the Days

Looking back on the Good Old Days, our journey takes us to 1990—the year we installed our first docutech. This was quickly followed with the purchase of the second of our five docutechs the next year.

The Copresco Guarantee

With the subsequent additions of faster and more powerful digital presses, Copresco made an unheard of offer in the printing industry:

We guaranteed 100,000 black and white impressions the next business day for each customer—with no rush charges!

As Copresco continued to add more firepower and technical skills, we upped the ante in 1995 to 250,000 impressions.

The guarantee stands today...as does our reputation as one of the best digital printers in the nation.

New Postal Rates

Are you getting used to the new 37-cent stamp?

The U.S. Postal Service increased rates for the third time in three and a half years, as follows:

First Class Letters, Flats & Parcels, First Ounce.....	\$ 0.37
Additional Ounce.....	\$ 0.23
Card Rate.....	\$ 0.23
Stamped Card.....	\$ 0.25
Priority Mail Up to 1 lb. & Flat Rate Envelope.....	\$ 3.85
Express Mail Up to 1/2 lb. & Flat Rate Envelope.....	\$ 13.65
Over 1/2 lb. & up to 2 lbs.....	\$ 17.85

We're sure that the added revenue will vastly improve our service and minimize lost mail. And that postal rates will be held in check...until the next round of increases.

American: Someone who works hard on a farm so he can move into the city, where he can make enough money to move back to the farm.

“Hey, Johnny,” a fourth grader said to his friend as they sat down in the cafeteria



for lunch, “do you say prayers before you eat?”

“Nah,” Johnny replied, “my mom is a good cook.”

An American journalist in Jerusalem noticed an old bearded man praying vigorously at the Wailing Wall every day. “Excuse me, sir,” she said, hoping to get his perspective on the current crisis, “how long have you been coming here?”

“I have come here to pray every day for twenty-five years,” the old man answered. “In the morning I pray for the brotherhood of man. Then I come back in

the evening and pray for an end to the fighting.”

“How does it make you feel,” she continued, “to come every day for all these years and pray for such things?”

The old man sighed. “Like I’m talking to a wall.”

My secret for appearing intelligent:

1. Never tell people everything you know.
- 2.

A physics professor was explaining a difficult concept to his pre-med class when a student groaned, “Why do we have to learn this stuff?”

“To save lives,” the professor responded.



“So how does physics save lives?” the student persisted.

“Because,” the professor explained after a long pause, “it keeps certain people out of medical school.”

The trouble with being punctual is that no one is there to notice.

Actual headline we saw:
“MISSOURI GAS CHAMBER
RULED UNSAFE.”

“How many women can a man marry?” little Billy asked his brother during a wedding.

“Sixteen, I think,” the



brother whispered.

“How do you know?”

“The preacher just said so,” the brother explained thoughtfully. “Four better, four worse, four richer, four poorer.”

American: someone who’ll spend half a day looking for vitamin pills to make him live longer, then drives ninety miles an hour on slick pavement to make up for lost time.

What separates man from other animals? For one thing, we’re not afraid of vacuum cleaners.

“Don’t worry,” the old-fashioned groom said to his new bride, “I don’t expect the first few meals to be great right away.”

“That’s nice, Honey,” she answered, “because it takes time to find a good restaurant.”

A traveler found his seat on the airplane, and next to him was an elegant woman wearing the largest, most stunning diamond ring he had ever seen. He asked her about it.

“This is the famous Klopman Diamond,” she said. “It is beautiful—but there is a terrible curse that goes along with it.”

“Really?” the man said,



wide-eyed. “What’s the curse?”

“Mr. Klopman.”