



## Heidelberg trial run underway...

# Imaging Leaders Test Their Wares at Copresco

Walk into Copresco on any given day and you'll see an experienced staff of digital specialists turning out thousands of books and manuals.

You may also see a visitor from Japan or representatives of leading graphic arts equipment manufacturers or paper mills.

### What's Going On?

Some of these guests are our customers, but others are here to learn more about Copresco's innovative approaches to on-demand printing.

Still others are using Copresco to test their equipment.

Current projects in the shop include the evaluations of new digital equipment and front-end technology and paper packaging studies.

### What Does This Mean to Me?

Everything we do in research, testing, workflow procedures and equipment purchasing benefits our customers.

What we learn from these ongoing programs, we apply to your work. You gain the advantages of the latest technology advancements in black & white and color digital printing. Your jobs flow through the plant quicker, more smoothly and with greater quality control.

### Why Copresco?

Copresco is regarded as one of the best digital shops in the nation, based on our efficient workflow, meticulous attention to detail and "hospital-clean" working environment.

Suppliers know that Copresco has long been renowned as a pioneer in advanced digital technology. They know that we don't go for hype, ballyhoo or window dressing. Only the end results count. We do it the right way for you. Following are some concrete examples of our testing and consulting activities.



A Canon technician sets up the Heidelberg Digital 9110 printer.

### If It's Better...We'll Use It

Copresco is currently testing Heidelberg Digital's 9110 printer, an alternative to the docutech. Our objectives are to obtain improved halftones and solids reproduction, superior registration and gain access to a wider selection of paper stocks.

"We purchased our first docutech in 1990," says Copresco president Steve Johnson. "The system was a clear improvement over previous equipment. But, we have always said that when we find a better machine, we'll buy it for the same reason."

### RIP Improvements

Following our years of consulting and providing technical feedback to Xerox, we have been beta testing an experimental RIP/controller that can increase color fidelity and provide greater control.

### Paper Chase

Boise Cascade sought out Copresco to test a new packaging concept. They needed a large-volume printer with a workflow geared to exceptionally fast turnaround, whose customers could benefit from even faster and more efficient bulk paper handling.

### Foreign Relations

Copresco's reputation for digital leadership has prompted visits from

Japanese manufacturers who want to get a better understanding of on-demand book printing and finishing and obtain advice for new product design and development.

### The Bottom Line

"We will continue to assist our colleagues in the graphic arts industry, while holding our vendors to the highest standards," Steve says.

"We want these suppliers to understand this: What's good enough for our competitors is not nearly good enough for Copresco customers."

So, when you need publications, books or manuals on-demand, call the company that has the high-tech skills and indepth experience to meet your special needs. Call Copresco.



Copresco's Bob Krusee and Xerox engineers verify color accuracy after a software upgrade for the RIP beta testing.

## Graph Expo Invitation

If you're coming to the Sept. 28 — Oct. 1 show at McCormick Place, why not drop by Copresco?

We'll give you a personal tour of our state-of-the-art digital printing plant and a cup of coffee or lunch.

Just call for an appointment, or drop us an e-mail message.

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Address Correction Requested



New Hampshire tourism officials are scrambling to replace The Old Man of the Mountain, a natural rock formation that fell recently.



Locals suggested these as the new top attraction:

*Babe, the Spray-Painted Ox*

*The Eternally Flaming Mountain of Tires*

*The Leaning Tower of Laconia*

*The "I Can See Ben and Jerry's From Here!" Chair Lift*

*The New Manchester WalMart*

*The Pile of Rubble That, if The Light is Juuuust Right and You Squint a Little, Looks Kind of Like Wendell Wilkie*

One of the presidential hopefuls has already dropped out because he hasn't been able to generate enough campaign funds. I think that's okay—anyone who stops spending just because he's out of money doesn't belong in Washington anyway.

*The Weather Channel: MTV for old people.*

*Golfer:* "I'd move Heaven and Earth to make this shot."  
*Caddy:* "Concentrate on Heaven. You've moved enough earth."

As the students settled into their new fall class, the teacher made this announcement: "There are two words I don't allow. One is *gross* and the other is *cool*."

After a short pause a student asked, "So—are you going to tell us the words?"

John was fed up with his neighbor, who constantly borrowed John's things. As



the man approached one morning, John whispered to his wife, "That mooch isn't getting anything this time. I have a plan!"

"Er," the neighbor began, "I wonder if you'd be using your power saw this morning..."

"Gee, I'm awfully sorry,"

John said with a shrug, "but yes, I'm doing a big project, and I'll be using it all day."

"In that case," said the neighbor, "since you won't be using your golf clubs, mind if I borrow them?"

A woman called the police to report that her husband was missing. When they arrived and asked for a



description she said, "He's 35 years old, 6 foot 2, 185 pounds, with dark eyes, wavy hair, and a gentle smile." Her neighbor overheard her and said, "What are you saying? Your husband is 5 foot 4, chubby, bald, has a foul mouth and is mean to your kids!"

"True," the woman replied, "but who wants *him* back?"

*Golfer:* "I think I'm going to drown myself in this lake."  
*Caddy:* "Can you keep your head down that long?"

The ship's captain asked the lookout what he would do if a fellow sailor fell overboard.

"I'd shout, 'Man overboard,' Sir!" the sailor replied confidently.

"Good! And if an officer fell overboard?" the captain pressed.

The sailor paused for a second. "Which one, Sir?"

Some Texans are still burning Dixie Chicks CDs. The Chicks are fighting back, and cancelled a half-dozen tickets the state had bought as a gift for the Chief U.N. Arms Inspector during his visit. A newspaper ran this headline:

*Dix Chicks Fix Hicks,  
Nix Six Blix Tix*

The hospital receptionist received a phone call. "I'm checking on the condition of Mrs. Sarah Finkel in Room 302."

"Looks like good news," the receptionist told the caller. "She's going to be removed from her monitor today, and if she continues to improve she'll be released tomorrow at 2 o'clock."

"Oh, that's excellent news!" the caller exclaimed.

"I take it," the receptionist said, "you're a friend of Mrs. Finkel?"

"No, I *am* Mrs. Finkel," the caller explained. "My doctor never tells me anything."