

Imagerunner FAQs...

New Digital Presses Raise Readers' Questions

Last month's announcement of our new digital presses created a lot of excitement in the graphic arts industry. It also filled our e-mailboxes with a plethora of questions from *Overnight Lite* readers.

Please let us know if you have other questions or comments, and we will consider them for future FAQs.

Service Is the Key

Q. Canons? I thought Canon made desktop equipment that's far too small for a powerhouse like Copresco.

A. No. To compete with the Xerox Docutech, Heidelberg and Kodak formed NexPress, a joint venture. One of the results was a digital black & white press that has surpassed anything on the market.

Word of the machine's superiority was slow getting out. Enter Canon, an organization with a vast sales network and a reputation for exceptional customer service.

The Best That You Can Buy

Q. What about your Docutechs?

A. We still have two Docutechs on the floor and plan on making a gradual transition. And, of course, we are still using Xerox equipment exclusively for our high-end digital color work.

Copresco is not married to any specific manufacturer. We use the best tools and technology to deliver the finest print on-demand work that you can buy.

The Heidelberg/Kodak press offers significant improvements in black & white imaging quality. Canon is going the extra mile for Copresco in technical support and service.

A Four-Gun Salute

Q. Wow, you bought four Canons? The word on the street was that you were a Xerox house.

A. Copresco isn't a "Xerox House," a "Canon House" or any other

manufacturer's house. We are an on-demand digital printer committed to exceptional quality and service.

The Hands-Down Winner

Copresco was one of the first companies to purchase a Docutech in 1990, when it was a truly unique machine. But, as we have constantly stated, when better technology comes along, we embrace it.

The Imagerunner is the hands-down winner when it comes to better registration, richer text and solids and a wider selection of papers.

Q. Do your new digital presses require us to change the way we submit print files?

A. No. In fact, your files may even process more smoothly, since our new equipment better utilizes industry standard PDF workflows.

Q. Does this mean we must submit PDF files?

A. No, although PDF submission will further smoothen the process. We still support a huge range of file formats, including QuarkXPress, FrameMaker, Photoshop and InDesign as well as Word and PowerPoint. And you may still transmit files to Copresco via the internet or on CD.

No Price Changes

Q. I suppose there's a price increase now that you have new equipment?

A. Our improved systems and workflow efficiency should allow us to hold prices, while giving you higher quality and the same fast turnaround you expect from Copresco.

Q. Rumors have been flying that Heidelberg is considering getting out of the digital press business to focus on offset. How will that affect your operation?

A. We don't base our business plans on rumors. Nonetheless, should the rumor prove to be true, it won't

affect us at all. One of the reasons we purchased the equipment from Canon (instead of buying directly from Heidelberg) was Canon's long-term commitment to digital printing technology. And, just as we have done with the Docutech, we are finding ways to improve the accuracy and quality of the Imagerunner.

We believe that it is important to develop relationships with Canon, with Heidelberg and with Kodak, while we continue our long-term partnership with Xerox. We are always on the lookout for the best technology available to serve our customers' ever-changing needs.

Future Prospects

Q. What's next, now that you have new digital presses?

A. Please stay tuned for future developments. We will continue our relentless pursuit of perfection in all of our black & white and full-color digital work.

So when you need publications, books or manuals, call the company that uses the latest technology to give you the best that on-demand can offer.

Call Copresco.

Giving Back

An article in *Printing Impressions* profiles the community service commitment of Steve Johnson and Copresco.

Steve was lauded for his work with Educate the Children International, the Northern Illinois Food Bank, youth exchange programs and Rotary.

Since our inception, Copresco has contributed a portion of our profits to charitable causes.

The "An Industry that Gives Back" piece appears on page 50 of the magazine's January issue.



262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested



A woman took one glance at her shadow on Groundhog Day and predicted six weeks of dieting.



An actual description of an auto accident

insurance claim: The guy was all over the road. I had to swerve a number of times before I hit him.



Three elderly men who were hard of hearing went out for a walk. One remarked to another, "Windy, isn't it?" "No," the second man said, "It's Thursday." The third man chimed in, "So am I, let's go get a soda."



A farmer had made it a rule to think before speaking. He was approached by a stranger one day who asked, "How much is that prize Jersey heifer of yours worth?" The farmer thought for a moment, then asked, "Are you the tax assessor or has she been run over by a truck?"



It's no wonder why today's teenagers get mixed up. Half of the adults tell them to "find themselves" and the others are telling them to "get lost."



"My son is smarter than Abraham Lincoln," a woman bragged at the office. "He could recite the Gettysburg Address when he was 14 years old. Lincoln didn't say it until he was 50!"

Fred came running up to the hunting campsite out of breath. "Harry," he asked, panting, "are all the guys out of the woods yet?" "Yes," Harry said. "All six of them?" "Yes." "And everyone is safe?" "Yes," Harry said. "In that case," Fred said proudly, "I've just shot a deer!"



If Fed Ex and UPS merged, would they call it Fed UP?



Before the plane took off, the flight attendant gave chewing gum to all the passengers. "This will keep your ears from popping when we reach a high altitude," she told them. After the plane landed, a worried-looking man came over to the flight attendant and said, "This was my first flight, and it was very enjoyable, but now that it's over, can you tell me how to get this gum out of my ears?"



A teenage girl had been talking on the phone for about half an hour when she hung up. "Wow," said her father, "that was really short. You usually talk for two hours. What happened?" "Wrong number," the girl replied.



Love is when you tell a guy you like his shirt, then he wears it every day.

A wealthy Texas oilman deposited a huge personal check that soon came back from the bank with "Insufficient Funds" stamped across it. Beneath the stamp was a handwritten notice, "Not you, us."



What is your name, sir?" the bank teller asked politely.

"Didn't you see my signature?" snapped the indignant patron.

"Yes, that's what aroused my curiosity."



Priest: When are you going to break down and eat ham?

Rabbi: At your wedding.



In an attempt to eat healthier, a family was eating fish and cauliflower for supper. The young son pulled a bone out of his mouth and said, "Mom, what do I do with this?" "Put it where you're sure you won't eat it," his mom replied. So the boy carefully stuck it in his cauliflower.



A Texan and an Alaskan were trying to outdo each other with claims about size. "I caught a fish last week that measured a full 10 inches," the Alaskan proudly announced. "What?" laughed the Texan. "Why, that's tiny!" "You don't understand... in Alaska we measure between the eyes."

