

Copresco answers the question...

Digital Books and Manuals: What's It All About?

The announcement of our new digital color press last month prompted some questions from our *Overnight Lite* readers.

We appreciate your interest and encourage you to keep those inquiries coming.

Basic Stuff

Q. Do you still print black & white?

A. We sure do. Color is an important part of our digital printing mix, but Copresco still has five state-of-the-art digital Imagerunner presses printing black & white books and manuals.

We digitally produce millions of pages each month for clients in the printing, educational, publishing, training, financial, association, technical and institutional fields, to name a few.

Digital Is Different

Q. I know that Copresco is a digital printer. What is the difference between Copresco and a regular commercial printer?

A. The biggest difference is quantity, or length of run. The smaller the quantity, the more expensive conventional printing becomes.

If the run length is too small, the standard offset printing process becomes price prohibitive. That's the point at which Copresco steps in.

How Short Is Short?

Q. What exactly do you mean by short run?

A. As few as a hundred books. Or as many as several thousand. Of course, there are many factors that affect the crossover point between digital and offset.

That is why Copresco custom-calculates the price of every order instead of using a "price list" system.

Q. So digital is best for any short-run printing job?

A. Digital is more suited to some things than others.

Features, such as electronic collation and in-line insertion, are unique to the digital process and are especially advantageous when the printing requirements include many pages. For this reason, Copresco specializes in books and manuals.

A Broad Umbrella

Copresco offers a wide range of black & white and color digital printing capabilities under the broad umbrella of books and manuals.

Following is a menu of jobs you'll see running on any given day in our busy shop.

Here's What We Do

- specialty catalogs
- primers and textbooks
- instruction manuals
- employee handbooks
- policy manuals
- directories
- convention materials
- trade show binders
- training materials
- technical manuals
- conference proceedings
- workbooks
- foreign language booklets
- teachers' editions
- booklets
- transparencies
- looseleaf documents

And There's More

- yearbooks
- guidebooks
- benefit plans
- software manuals
- newsletters
- pamphlets
- reports
- monographs
- software upgrades and patches
- recruitment materials
- reference guides

We Could Go On and On

We can add cookbooks, calendars family histories and a few others to this long list of projects, but we think you get the picture.

Copresco is nationally renowned as the premier printer of short-run digital documents.

Yes We're Fast, But...

Although, we do specialize in extremely fast turnaround, we are not a quick-print shop.

We are an innovative company that continues to push the envelope in all facets of our digital on-demand printing services.

Where to Call

So, when you need help with a digital book or manual or a project like we've mentioned in this story, call the company that has the tools and talent to turn it around in short order.

Call Copresco.

Expo '06 Invite

Don't forget our offer for a visit during the October 15—18 Graph Expo show at McCormick Place.

Our invitation still stands for a tour of our industry-leading digital printing shop and a cup of coffee or lunch.

Just call or drop us an e-mail note.

Good Luck, Jim

Jim Porcher, whom many of you know from Copresco's shipping department, is retiring.

We wish Jim and Linda all the best in the years ahead.

<http://www.copresco.com>

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Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

Nothing keeps a plane on time as well as arriving two minutes late at the airport.



If you think a lot of modern art is obscene, wait until you see the prices.

Expert: someone who avoids the many little pitfalls on the way to a huge blunder.

Being on a corporate committee is a lot like professional football. You're well paid, motivated, competitive — and every time you try to run with the ball, eleven people jump all over you.

I figured out the problem with my golf game. I stand too close to the ball after I hit it.

As George Jessel said about Al Jolson, "His funeral was well attended by those who wanted to make sure."

Experience is a comb that nature gives us when we are bald. — Chinese proverb

I know, I think too much. But is there another word for thesaurus?

According to science, no one is ever too old to learn a new way to do something dumb.

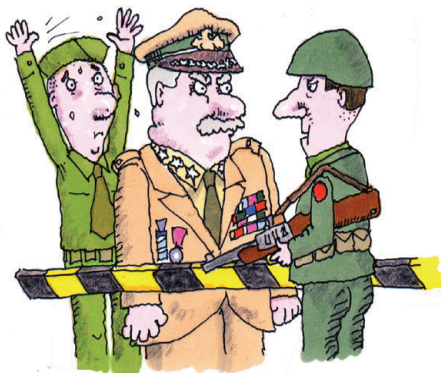
The new Army sentry received strict orders to allow only those with the password beyond his post. When an auto approached in the dark the guard asked, "Who goes there?"

"General Smith."

"Advance and give the password," instructed the sentry.

"I'm a general! I don't need any stupid password!"

"I'm new at this, so help me out," said the guard politely. "Am I supposed to shoot you first, or the driver?"



I tried to sue somebody for calling me clumsy, but I dropped the charges.

Not long ago a famous politician was hospitalized under suspicious circumstances.

Looking for a scoop, *The New York Post* sent a reporter disguised as a nurse to sneak in and get an interview.

The next morning the editor pulled her aside and asked, "So, did you get the story?"

"No, I didn't get a chance," the reporter replied. "I was thrown out by a doctor from *The New York Daily News*."

Nothing works right on my car. The only thing that doesn't make noise is the horn.

I play in the low 80s. If it's any hotter than that, I won't play.

Retirement: when you're not dead yet but you seem to have all the symptoms.

Overnight Lite

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