



Overnight Lite readers ask...

More About Copresco's Digital Books and Manuals

We were surprised to hear the comments of our readers about the product list we published last month.

Even some of Copresco's longtime customers didn't realize how sharply focused we are on the printing of digital books and manuals.

Sorry About That

Unfortunately, we assumed that you knew more about our specialized on-demand services.

Here are answers to questions that may further clarify our mission.

What? No Direct Mail?

Q. I thought that direct marketing and variable data programming were synonymous with digital printing. Why weren't they on your list?

A. Copresco doesn't handle bulk mail, presorted or direct mail. Letter-size envelopes and reply cards aren't our forte either.

Short-Run Newsletters

We do incorporate complex variable data information to customize your digital documents.

For example, Copresco prints a variety of short-run newsletters using variable data input.

Overnight Lite is a good example of our digital printing and personalized addressing services.

But, Copresco specializes in on-demand digital printing with a very tight focus.

Conventioneering

Let's say you're headed to a trade show. Copresco can help you with an array of convention materials printed in black & white and color or a combination of the two.

Documents can be inserted into binders with index-tab dividers and then drop-shipped to your convention centers and hotels.

We can even make transparencies for your presentation.

While at the show, you may see directories, programs and other materials produced by our digital printing systems.

Next in Line

After the show, you may receive follow-up information or conference proceedings.

A good example is a job we did for an international service organization. See the story to the right.

There's More

After completing your highly successful convention meeting, you must now develop an effective sales-training program.

You will need training guides, instruction manuals and workbooks, catalog sheets and price lists for your 75-person sales staff.

Help's on the Way

Copresco will come to the rescue again with digitally printed black & white and color documents—mixed, matched and indexed as required. You can also select an appropriate binding style from a variety of choices from corner stapling to looseleaf, saddle stitching and perfect binding.

For the Trade

Q. Do you still do printing for the trade?

A. Sure. Commercial printers and brokers turn to Copresco for jobs that are best suited to our fast turnaround, short-run digital printing operations.

A Final Point

Take another look at last month's *Lite*, and you'll see the breadth of our work in the digital printing field, under the general banner of books and manuals.

A Mammoth Project

To prepare for an international meeting, Rotary International had to produce books of proposed legislation in six languages.

The English version spanned 1,488 pages. The French, Japanese, Korean, Portuguese and Spanish volumes ranged from 1,446 to 1,558 pages. Quantities varied widely, from 32 copies in Korean to 470 English books.

Over a Million Impressions

The massive job required a grand total of 1,120,000 impressions, including printing, collating and three-hole drilling.

Finished sets were inserted in ring binders with color-coded covers and spines to differentiate the various languages.

We also get many jobs that others can't or don't want to handle. Here, we hearken back to our Copies Overnight tradition of doing the impossible routinely—without a second thought.

How About This?

When you need short-run books and manuals, call the company that offers you all the advantages of on-demand digital printing for a broad spectrum of black & white and color jobs.

Call Copresco.

Thanksgiving Holiday

Copresco will be closed Thursday, November 23 and Friday, November 24 for Thanksgiving.

Have a most enjoyable holiday weekend with the family!

<http://www.copresco.com>

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Address Correction Requested

A friend of mine makes a living raising sheep. When I asked how many



he had, he said, "I don't really know. When I try to count them, I fall asleep."



The trouble with experience as a teacher is that the test always comes first and the lesson afterward.



Q: Why did the ghost cross the road?

A: To get to the *other* side.



A mechanic for the space shuttle left a huge metal beam rattling around inside one of the rocket engines, and the whole shuttle had to be towed back into the shop for repairs. When they interviewed him on TV, I recognized him: he's the same guy who fixes my transmission.



A Native American paid a visit to Manhattan. While shopping in a drug store, he got into a conversation with the storekeeper, who asked, "How do you like our city?" "Oh, just fine, thank you," he answered. "And how do you like our country?"

People will believe anything if you whisper it to them.—Louis Nizer



My uncle always sees the bright side of everything. He's a mortician and to him, everyone is a prospective customer.



Have you ever noticed that when you are driving on the highway, everyone going slower than you is an idiot and everyone driving faster is a maniac?



I come from a very shy family. My ancestors sailed to America on the Wallflower.



I never suffer from jet lag because, frankly, I don't understand time zones.



My dog is beginning to get lazy. Lately, he'll only chase economy cars.



I have a huge portfolio of penny stocks. Unfortunately, they didn't start out that way.



I asked my boss if I could take a day off to celebrate my 25th wedding anniversary. He said, "So, do we have to put up with this every 25 years?"

Men who never get carried away should be.—Malcolm Forbes



Q: How do you mend a broken jack-o-lantern?

A: Use a pumpkin patch.



My friend doesn't know how to communicate with his kids. When they complained that he wasn't giving them enough quality time, he bought them each a Rolex.



"I want a loan," the woman barked to the bank officer. "I'm getting a divorce."

"I'm sorry," the banker replied, "but we don't give money for divorces, just businesses, cars, home improvements..."

"Fine!" the woman interrupted. "I want a loan for a home improvement!"



Overnight Lite

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Submissions: Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

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