

Let the celebration commence...

Copresco Begins 20th Year of Digital Leadership

As Copresco enters our 20th-anniversary year, we'll review our illustrious past, while looking at the bright future ahead for our customers.

Copresco president and CEO Steve Johnson leads it off with answers to frequently asked questions.

Q. Just what are Copresco's plans for the future?

A. Copresco will continue to serve as the national leader in digital technology and print on-demand.

When I founded Copresco in 1987, no one would have guessed that a company with a single machine and a one-room office would rise to the top of a completely new industry.

The Dawn of the Digital Age

Then, Copresco startled the industry by reengineering and transforming the docutech into an actual digital press.

But, we have moved light years away from the docutech, which is now a museum piece. We're amazed that it's still being used by some firms in the industry.

The Quickenin Pace

Q. What about new product development? Is there anything new on the horizon?

A. Copresco will stay on the cutting edge of digital printing technology by constantly pushing the envelope to improve printing quality, speed and accuracy in an everchanging marketplace.

The pace will quicken in the future—and our customers will be the beneficiaries.

Defending Our Title

Q. You're speaking in generalities. Anybody can claim to be the "digital leader." What are you doing to defend your title?

A. Okay, here's the inside scoop.



Copresco president and CEO Steve Johnson talks about the future.

Within a few months, Copresco will be rolling out online PDF print-ready file creation.

PDFs on the Fly

Clients who aren't comfortable with creating print-ready PDF files by themselves will be able to upload their native files to Copresco and have them distilled into ready-for-print PDFs as part of the upload process.

This service will be as easy as sending native files, like Quark, Word, InDesign or Publisher. Easier, in fact.

Q. This will really be ready in just a few months?

A. It's ready now. We just want to spend a little more time testing before we turn it loose. If you want to be part of the beta testing, just contact us.

What Else Is New?

Q. Sounds great, but that's only one thing. What else?

A. As part of the development of the "one-shot" submission system I just mentioned, we are also working on automated online "soft" proofing.

This means that books, manuals and other print work can be viewed for accuracy on your computer screen after files are submitted to Copresco.

We don't plan to use this system to proof color fidelity (yet), but it already works to verify pagination, text flow and font accuracy.

Q. Do these things really count as improvements in digital print?

A. Of course they do. Right now, Copresco's quality is top of the line. We're still best known for meeting impossible deadlines.

The weak link for all digital printers is getting the print files, making them work and then finally obtaining the client's approval.

Digital leadership means that Copresco is closing the loop by speeding up all facets of production.

What About the Cost?

Q. Will clients pay more for this enhanced service?

A. For 20 years, our slogan has been "no rush charges." In fact, creating print-ready PDF files "on the fly" should mean fewer pre-press charges. And on-line proofing reduces the use of costly messengers.

More Savings to Come

Speaking of cost savings, 2007 will also see the culmination of the tweaking we've been doing on our perfect binding line.

I won't bore you with details, but you are going to see lower "per-book" costs on adhesive bound books and manuals, especially on shorter runs.

So, when you need books and manuals, call the company that has the service and digital skills you need.

Call Copresco.

Steve Johnson has acquired all the outstanding shares of Copresco and is now the sole owner of the company.

He will continue to serve as our president and chief executive officer, as he has since Copresco's inception 20 years ago.

<http://www.copresco.com>

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Digital On-Demand Printing

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Address Correction Requested

During lunch, I asked the waiter to tell me the difference between the



regular menu and "Today's Specials." He said, "Two days."

* * *

Biotechnology is changing our world. Instead of building a better mousetrap, now they're building a better mouse.

* * *

The only thing better than an attorney who knows the law is one who knows the judge.

* * *

A fine is a tax for doing wrong. A tax is a fine for doing well.

* * *

Now I know why our group insurance program is so cheap. It only pays if we're all sick at the same time.

* * *

It never fails. The more a company spends to advertise how wonderful and friendly it is, the greater the probability that the person it hires to greet customers will have all the charm of a pit bull.

A financial officer ran into the chairman's office and said, "I have good news and bad news. The good news is we've got enough cash to last until tomorrow. The bad news is I meant to tell you yesterday."

* * *

My marriage is in trouble. My wife bought a book titled "How to Work Out Your Marital Problems" and hit me with it.

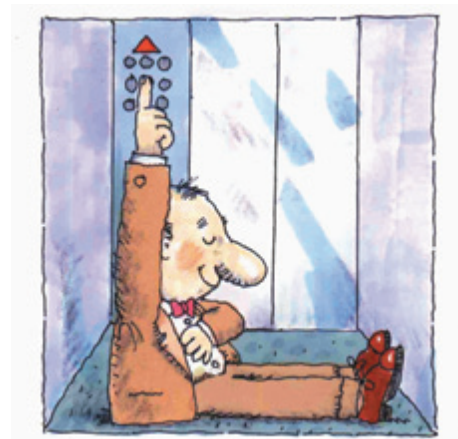
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I have terrible luck. When my ship comes in, it'll probably be loaded with my relatives.

* * *

My brother-in-law is one of a kind. That's plenty.

* * *



If you die in an elevator, be sure to push the up button.

* * *

A former hockey goalie asked, "How would you like a job where, every time you make a mistake, a big red light goes on and 18,000 people boo?"

My kid is so active, for a while we thought we had twins.

* * *

I got a book on obsessive-compulsive disorders. It's great. I've already read it 623 times.

* * *

I've always been good at keeping secrets. It's the people I tell them to who can't.

* * *

As usual, the Super Bowl stadium was sold out, so one fan was surprised to see an empty seat in front of him. He made note of the oddity to a nearby woman, and she explained that the seat belonged to her husband, who recently passed away. "I'm very sorry," responded the man. "Really, I'm surprised another relative or friend didn't jump at the chance to take his seat." "Me too," she said. "They all went to the funeral instead."



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