

**Copresco has the ultimate answer...**

## Far-Out Color Guidebook Contest Makes a Point

Looking for a creative way to get rid of your outdated Pantone formula guidebook?

Rather than just tossing it in the nearest paper-recycling bin, the company invites you to participate in its "Color Kill Contest."

### Duelling Videos

Contestants are asked to unleash their creativity by submitting videos showing formula guides being trashed.

While it may sound a bit bizarre, there is a payoff: a 35% discount for buying a new set of Pantone color guides and chances to win a couple of major prizes.

Complete rules for the contest that ends November 30 are listed on the company website.

### A Few Examples

Here's a sampling of the video entries posted thus far:

- A mother and her youngest daughter carefully feed individual guidebook swatches into a shredder—then have a free-for-all tossing the remains around like confetti.

- A helmeted motorcycle rider speeds to a secret destination, calls a confederate on a cell phone to confirm his plan—and secretly drops his guidebook into a commercial tree-stump shredder.

### Ole!

- Accompanied by a rousing musical rendition of the "Mexican Hat Dance," a group of youngsters complete work on a piñata constructed with guidebook pages.

After some enthusiastic swings, a boy smashes the multicolored piñata into pieces and the happy kids scoop up the tasty contents.

- Applying individual color swatches like strands of tinsel, a video contestant creates a colorful, life-size Christmas tree.

### Far Out

Although the entries may be a bit far out, the contest makes a good point. Outdated color references should be replaced.

"Copresco uses advanced color management techniques to assure optimum reproduction of all color jobs," says Copresco president Steve Johnson.

"Making color choices is subjective enough without being misled by faded or worn-out guidebooks. We replace our swatch books regularly."

### An End to It All?

Now that the Pantone company has been purchased by XRite Densitometers, we probably won't be seeing any more of these off-the-wall color websites.

What you will see at Copresco are Pantone colors beautifully matched on our digital presses that have the capability to accurately reproduce a greater range of colors than four-color offset.

So, when you need books and manuals, call the company that has the technical savvy and experienced production staff to meet your exacting needs. Call Copresco.

### 20th Birthday Next Month

Copresco celebrates 20 years of digital printing leadership next month.

We opened our doors October 19, 1987, known throughout the financial services industry as "Black Monday." But, we changed that gloomy time into an exceptionally bright future.

### National Recognition

Today, Copresco is recognized as the national leader in digital technology and printing on-demand of a wide range of books and manuals in black & white and color.

We are known throughout the graphic arts industry for our exceptionally fast turnaround and ability to turn out extraordinary "Mission Impossible" jobs with ease.

### To Be Continued

We'll fill you in on some of the highlights of our two decades of service in the October issue of *Overnight Lite*.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182

**Internet Addresses Mentioned In This Issue**

Not familiar with the Pantone Matching System? Check out:  
<http://www.pantone.com>

Dying to submit a creative video entry? Get the contest rules:  
<http://www.pantone.com/colorkill>

For a good explanation of the PMS system, focusing on the 4/C process:  
<http://www.printernational.org/what-is-pantone-pms.php>

Get the skinny on the XRite/Pantone deal:  
<http://www.pantone.com/pages/pantone/pantone.aspx?pg=20479&ca=10>

Connect: Looking up host: www.copresco.com...



Digital On-Demand Printing

262 Commonwealth Drive  
Carol Stream, IL 60188

Address Correction Requested



I once held a job at a muffler shop, but it was too exhausting.



Two boys were arguing when the teacher entered the room. The teacher asked, "Why are you arguing?" One boy answered, "We found a ten-dollar bill and decided to give it to whoever tells the biggest lie." "You should be ashamed of yourselves," said the teacher. "When I was your age, I didn't even know what a lie was." The boys gave the ten dollars to the teacher.

Chicken Little's warning on Wall Street: "The sky is making a correction!"

The orchestra's conductor was venting his frustration over absenteeism during rehearsals. "I'd like everyone's attention, please," he began. "I want to personally thank the pianist for being the only person in this entire orchestra to attend every one of our rehearsals." The pianist rose, bowed and said, "It was the least I could do, considering I can't be at the concert tonight."

People hate reality until they realize it's the only place you can get a good steak. - Woody Allen

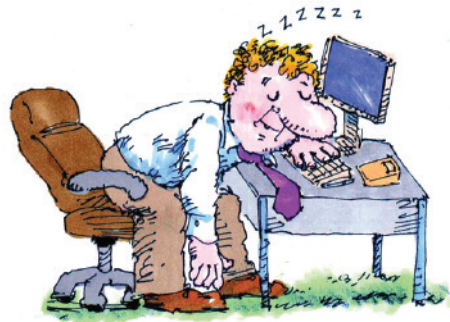
Two criminals had emptied the bank vault and were on their way out when the cashier whispered, "Hey guys, could you please take the books, too? I'm ten dollars short."

Asked about the reason for his success, Mark Twain replied, "I was born excited!"

He's the worst speller in the world, but it doesn't seem to hold him back. He just landed a nice job writing eye charts.

He's just not very bright. Yesterday he called me for help. He said his car broke down and he was stuck at the corner of Walk, and Don't Walk.

Good Excuses If You Get Caught Sleeping At Your Desk:



A. "I wasn't sleeping! I was meditating on the mission statement and envisioning a new paradigm!"


B. "I was doing a highly specific Yoga exercise to relieve work-related stress. Are you discriminatory toward people who practice Yoga?"

I just finished a book on the power of positive thinking, but I doubt it'll ever be published.

I'm a great resume writer. Although my first one didn't win me a job, I did get a Pulitzer Prize for fiction.

Etiquette: yawning with your mouth closed.

A gang of robbers broke into a lawyer's club by mistake. The old legal lions gave them a fight for their life and their money. The gang was very happy to escape. "It ain't so bad," one crook noted. "We got \$25 between us." The boss screamed: "I warned you to stay clear of lawyers... we had \$100 when we broke in!"



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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.

**Postmaster:** Send address corrections to Copresco's *Overnight Lite*, 262 Commonwealth Dr., Carol Stream IL 60188

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