

More of the latest and greatest technology...

Moves Copresco to Another Level of Color Quality

Copresco's at it again. Just 24 months after upgrading our digital color capabilities, we have installed a Canon 7000VP system.

The move will take us to another level of high-end color printing of your books and manuals.

What's the Hurry?

Q. Why did you need another digital press in such a short time?

A. Color technology is advancing by quantum leaps. To keep pace with these rapid changes, Copresco continually evaluates the graphic arts industry's latest technical tools and production techniques.

The 7000VP, supported by our extensive knowledge of digital technology, keeps us on the forefront of on-demand color printing.

What Are the Benefits?

Q. What will the new equipment do for me?

A. Your jobs will run faster in a more productive workflow with more accurate color reproduction. And you'll have a wider selection of papers, finishes and thicknesses available.

Q. Haven't you already won a boat-load of awards for digital color printing?

A. Yes, we have won more than our share of awards (see the latest story in column three).

However, Copresco needs to keep moving forward. You will see even greater results immediately.

This issue of *Overnight Lite* is a prime example.

How About the Cost?

Q. Will there be price increases for this superior work?

A. Absolutely not. Your jobs won't cost a penny more. They'll just look even better.

Q. What do you mean by more productive workflow?

A. In a high-volume shop like Copresco's, we run thousands of short-run black & white books and manuals, booklets, catalogs, guidebooks, textbooks, technical materials and training aids.

Copresco guarantees a quarter of a million black & white impressions the next business day for each of our customers.

The vast majority of these jobs require color covers on heavier stocks that slow down the production of the previous digital press.

With our new equipment, we will keep pace with the fast turnaround of our black & white jobs.

Why Canon?

Q. Canon is not as well known in the digital color press arena as other manufacturers. Why did you buy this machine?

A. We weren't worried about buying a "marquee" system. Our extensive research and product testing over the past year proved that this particular digital press is best suited to our customers' needs.

Superior Quality Counts

Canon digital printers may not be as familiar as the company's line of cameras and desktop printers, but the 7000VP's quality speaks volumes.

By the Way

Kodak—one of the big boys in the industry—thought enough of the new Canon digital press to take it on as a reseller, marketing it under the NexPress 700 trade name.

Don't Forget...

When you need top-of-the-line quality and service, call the company that stays at the forefront of digital technology and on-demand printing.

Call Copresco.

GATF Lead Story by Steve

Copresco president and CEO Steve Johnson penned the lead story for the August issue of *GATF World*, published by the Graphic Arts Technical Foundation.

Steve's technical treatise discussed the state of digital printing in 2008.

Critical Color Test

Copresco has received another Pinnacle Award of Excellence for color printing of an artistic brochure

The piece contains reproductions of acrylic on canvas paintings by well-known Winfield, Illinois, artist Eleanor Himmelfarb.

"Accurate reproduction of colors was crucial for the piece printed on cover stock," Steve Johnson said.

On-Demand the Winner

"Digital on-demand printing was the logical choice over conventional printing for the press run of 500 copies. Copresco's saddle binding of the oblong 9" x 6" piece would be a challenge for most digital printers," Steve explained.

Eleanor has exhibited her work nationally and internationally.

Collections of her paintings are on display in prominent Chicago-area businesses, financial institutions and universities and in Washington, D.C.

Labor Day

Copresco will be closed Monday, September 1 for Labor Day.

We hope you enjoy this last weekend of summer.

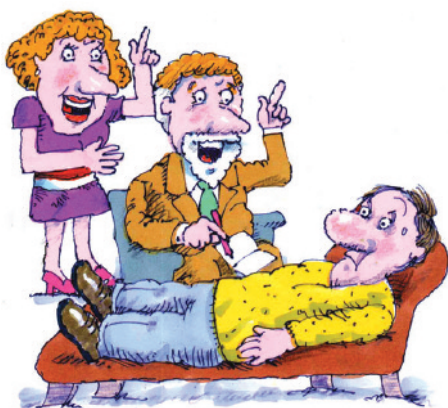


Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

Psychiatrist: someone you pay to give



you advice that your spouse already
gave you for free.



A recent *USA Today* poll indicated 3
out of 4 Americans make up 75 % of the
population.



An idea is not responsible for the people
who believe in it.



The saleswoman watched as a delighted
teenager twirled in front of the mirror.
"I adore this dress!" bubbled the girl.
"It's absolutely perfect! I'll take it!" She
paused thoughtfully a moment, then
asked, "But in case my mother likes it,
can I bring it back?"



Do-It-Yourselfer's Rule #8: Sooner or
later you'll need a bigger hammer.



After they make styrofoam, what do
they ship it in? —Steven Wright

A meeting is no substitute for progress.
—Eno Revelcuoy



Classified ad we saw: "Antique desk
suitable for secretary with thick legs and
large drawers."



I tried to make my usual weekly
appointment with my psychiatrist, but
she canceled it. She says I've just been
going through the emotions.



Tell the truth and run. — Slavic
proverb



The cost of psychotherapy is really
going up. My therapist says she has to
start charging me for free association.



I just got old and couldn't help it. —
Jean Louise Calment, listed by the



Guinness Book of World Records as the
world's oldest person at age 117.

Acquaintance: a person we know well
enough to borrow from, but not well
enough to lend to. —Ambrose Bierce



Perseverance: What comes from a
strong will. Obstinacy: What comes
from a strong won't.



Most of us are quick to recognize a
good thing when someone else sees it.



A shoe company sent two salesmen to
Australia's outback to open a new market
with the Aborigines. The president of
the company received e-mails from the
two salesmen on the same day. The first
message read, "Sorry, boss — there's no
opportunity here. The natives don't
wear shoes!" The second salesman's
message read, "Boss, there's great
opportunity here! The natives don't
wear shoes!"



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Copresco

262 Commonwealth Dr.
Carol Stream IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>