

Copresco's on-demand printing for...**A Wide-Range of Publications, Books and Manuals**

Copresco is nationally renowned as the leader in digital on-demand printing.

Millions of Impressions

We produce millions of black & white and color impressions for clients in the printing, educational, publishing, training, financial, association, technical and institutional fields for clients like you.

Digital Is Different

Digital printing is different from traditional printing because it deals with shorter press runs.

The smaller the quantity or length on the press, the more expensive conventional printing becomes.

If the run length is too small, the standard offset printing process becomes overly price prohibitive.

What is Considered Short?

Short runs may be less than a hundred books. Or, it can be 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 standard "price-list" system.

Unique Features

Features, such as electronic collation and inline insertion, are unique to the digital process and are especially advantageous when the printing requirements include a large number of pages.

Additional Benefits

Also, with Copresco's digital workflow, there isn't any waste or obsolescence. And, with our extremely fast turnaround, you will find that there's no need to maintain large inventories.

A Broad Umbrella

Copresco offers an extensive array of black & white and digital color printing and binding capabilities under the broad umbrella of publications, books and manuals.

If your next project is a short run and has more than two pages, we should probably print and bind it at Copresco.

The following is a menu of projects that you may see running on any given day in our busy shop.

Here's What We Do for You

- specialty catalogs
- primers and textbooks
- instruction manuals
- employee handbooks
- policy manuals
- benefits materials
- directories
- convention materials
- trade show binders
- training materials
- technical manuals
- literary journals
- programs
- scholarly publications

And There's More...

- conference proceedings
- workbooks
- personalized books
- music books
- children's books
- annual reports
- brand style manuals
- foreign language books
- teacher's editions
- booklets
- pocket guides
- looseleaf documents
- cookbooks
- room service menus
- handouts

And Still More..

- calendars
- yearbooks
- family histories
- memoirs and memory books
- guidebooks
- software manuals
- newsletters
- reports
- self-published books
- recruitment materials
- reference guides

We Could Go On and On

We could add more categories to this lengthy projects list, but we think you should get the general idea.

What to Do Next

When you need help with a digital project like we've mentioned here or a special need you may have, just call the company that has all the tools and the talent to deliver it to you right, right on time. Call Copresco.

No Laughing Matter

"Most companies don't stick with their marketing programs. Consistently mailing a monthly newsletter for three decades is almost unheard of. Yes, I'm bragging."

So wrote Copresco President Steve Johnson in his monthly Johnson's World column for *Printing Impressions* magazine.

Often controversial, always thought-provoking, Johnson used the 30th anniversary of *Overnight Lite* to demonstrate the long-term effectiveness of a printed newsletter.

Visit www.johnsonsworld.com to read the column in its entirety.

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Digital On-Demand Printing

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Address Correction Requested



“I have good news and bad news,” the gallery owner told the aspiring artist. “A man asked if your work would rise in value after your death, and I told him



I thought it would. Then he bought all 12 of your paintings.” “Wow, that’s great! So who is this guy? A collector?” “Not exactly,” explained the owner. “He’s your doctor.”

* * *

How many teenagers does it take to change a light bulb? Just one—but you have to ask 15 times.

* * *

For 2020, I’m going on the bachelor’s diet. That’s where you only eat half of everything you cook because the other half is stuck to the pan.

* * *

I had to punish my kids. I caught them playing “doctor” in the backyard—and they were using my best golf clubs.

A New Year’s resolution is something that goes in one year and out the other.

* * *

According to statisticians, when you have one foot in the oven and one foot in an ice bucket, on average you should be perfectly comfortable.

* * *

The trouble with jogging is that the ice falls out of your glass.

* * *

An old man was walking with a younger friend when suddenly they saw a frog hop out onto the sidewalk. “Kiss me,” croaked the frog, “and I’ll turn into a beautiful princess!” The old man picked



up the frog, looked at it thoughtfully, then put it in his pocket. “What are you doing?” the younger man asked. “Aren’t you going to kiss it?” “Nah,” the old gentleman explained, “At my age, I’d rather have a talking frog.”

According to legend, Chicago was started by a bunch of New Yorkers who said, “Gee, I’m enjoying the crime and poverty, but it just isn’t cold enough.”

* * *

Many scientists claim man’s kinship with the apes. You’ll notice, though, that no such claim has ever been made by the apes.

* * *

“You’ll save enough on your grocery bills to pay the cost of this freezer,” the salesman said enthusiastically. “Oh yes, I can see that,” replied the customer, “but we’re paying for our car on the gas we save, and paying for a washing machine on the savings from the laundromat, and we’re paying for the house with the rent we’re saving. We just can’t afford to save any more right now.”

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Imagination: intelligence at play.



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ISSN 1930-2274

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