



Print creates room to breathe...

Sparking Imagination in This Age of Shortcuts

Fujifilm Vice President Mark Friedman reflects on the unique attributes print brings to the table, inspired by his attendance at Printing United Expo.

There has never been a more important moment for the printing industry to assert its value. Not just within the market, but in the human experience itself.

Slow Down

In a world where AI can replace a hundred tasks with a single prompt and digital noise competes for every second of our attention, print stands apart. It slows us down. It reconnects us with our imagination. And it reminds us what it feels like to be human.

A Marvelous Example

Talking with Marvel's Greg Horn drove this home. His work, which is vivid, tactile, immersive, exists because imagination still matters. And print, in all its forms, is one of the last places where imagination has room to breathe.

When ink hits paper, it invites the mind to engage, not just consume. It demands attention rather than hijacking it. It creates a spark instead of siphoning energy.

Human Engagement

At Printing United, that truth was everywhere. The Fujifilm team felt it in handshakes, conversations, demos, and the sheer electricity of people connecting face to face.

The show wasn't just a showcase of technology; it was a reminder that human engagement is our industry's real differentiator.

Expanding Creativity

When people step away from screens and into real interaction, creativity expands. Curiosity wakes up. Ideas sharpen. That's the opportunity in front of us.

Interns Tour Copesco



Copesco's Steve Johnson, Domtar's Sam Ankony, and Lindenmeyr's Tommy Gaffney, Bill Kurz, and Jack Ankony.

Artificial Intelligence will continue to accelerate production, streamline workflows, and enhance capabilities. It should.

The Risk of Losing Wonder

But if we let the world lean too far into automation and frictionless shortcuts, we risk losing the very ingredients that fuel great ideas: wonder, imagination, and meaningful human connection. Print gives all three a home.

Active Experiences

A printed magazine, a catalog, a photo book, a package design, aren't just passive experiences. They're invitations. They pull people into a story rather than shoving one at them. They ask people to slow down, to look closely, to think, to feel.

And that's exactly why our industry matters right now.

Let's Keep Imagination Alive

Print is a counterbalance in a shortcut era. It keeps imagination alive. It keeps engagement real. And it reminds us all that some of the most important experiences in life still happen offline.

Mark Friedman is Vice President of Marketing at Fujifilm North America's Business Innovation Division.

Short Time, Not Short Change

Skipping a print version of your book, manual, or publication may seem to be a shortcut. After all, printing sometimes seems like an additional step that takes extra time, effort and money.

Copesco To The Rescue

That is where Copesco comes in. Neglecting print to save time becomes a moot point thanks to Copesco's almost unbelievably fast turnaround.

In the time it takes to format and publish your materials for online use, Copesco can print, bind and distribute, with far more professional results.

Online Is Ignored, Print Is Adored

Information is meaningless if no one reads it. In a world where people ignore their daily deluge of emails and grow frustrated searching thousands of web-sites, print shines.

People take print seriously. If you make the effort to put your information in print, your audience will make the effort to read it.

Don't shortchange your target audience. Call the company that makes print painless.

Call Copesco.

(630) 690-2000 • copesco.com

AMERICA



Copesco is closed Friday July 3 to celebrate America's semiquincentennial.

Enjoy your 3-day weekend in the land of the free and the home of the brave.



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

Why shouldn't there be knock-knock jokes on the 4th of July? Because freedom rings.



How do most americans spend 4th of July weekend? Stuck in traffic.



Do you remember when we had a joke about a chiropractor? I think it was about a week back...



Where do lizards go when their tails



fall off? The retail store.



Drinking negatively affects your liver. That's why I always drink positively and with a pure heart!



I tried drag racing yesterday. It is brutal trying to run in those heels.

A recipe called for 5 potatoes cubed...



I thought 125 potatoes was a bit excessive.



An astronaut took a break from the publicity and pressure at NASA by stopping at a neighborhood bar. Right away the bartender recognized him and said, "Hey, me and a couple of friends are building our own spaceship out back. Why don't you take a look?"

The astronaut reluctantly followed as the bartender led him to a mess of beer bottles, cans and string. "You guys went to the moon, but we're going to the sun," the bartender bragged.

"I hate to tell you this," the astronaut replied, "but your ship will be incinerated long before you get anywhere near the sun."

"Gee we're not stupid," the bartender said. "We've already figured that out. We're going to go at night."



A man died and went to Heaven. St. Peter says to him "Before you meet with God, I should tell you, we've looked over your life and to be honest you really didn't do anything particularly good or bad. We're not really sure what to do with you. Can you tell us anything you did that can help us make a decision?"

The newly arrived soul thought for a moment and replied, "Yeah, once I was driving along and came upon a little old lady who was being harassed by a group of thugs. So, I pulled over and went up to the leader of the thugs.

He was a big, muscular guy with a ring pierced through his lip.

Well, I tore the ring out of his lip and told him he and his gang had better stop bothering this lady or they would have to deal with me!"

"Wow that's impressive, "When did this happen?" "About three minutes ago," came the reply.



Overnight Lite is published monthly by Copresco for the edification and amusement of our clients and friends.

Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit www.copresco.com/lite.htm

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

Copyright: All contents ©2026 Copresco. All rights reserved.

ISSN 1930-2274

Copresco
262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000
<https://www.copresco.com>