

*For Immediate Release*

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## **KODAK Digital Printing Solutions Help Pennsylvania Printer Capture New Niche Market with a Complete Digital Book Factory**

ROCHESTER, N.Y., April 6—Alcom, a leading provider of integrated solutions for print, now offers customers the ability to produce short run color and black and white books on digital presses from Kodak. To offer customers multiple output options, Alcom chose the KODAK NEXPRESS 2500 Digital Production Color Press with WATKISS Booklet Maker, KODAK NEXPRESS Glossing Unit, and KODAK DIGIMASTER EX150 Digital Production System to create a fully equipped digital book factory.

Alcom, located in Harleysville, Penn., specializes in direct mail marketing and business development through multichannel marketing initiatives.

“To support our plan to continue expanding our short-run book publication production, Kodak’s toner-based systems were the perfect fit of reliability and productivity as we expanded into digital,” said Sharon Tucker, Marketing Manager, Alcom. “We offered a cost effective solution to one of our clients to produce weekly short-run publications consisting of seven volumes and a page count ranging from 200 to 500 pages – something that was impossible for us with our offset presses. We’re growing with our clients’ needs into an entirely new niche market with these expanded capabilities.”

In addition to its book printing features, the NEXPRESS 2500 Press was selected for its ability to deliver high quality, personalized, short-run color direct mailers using Variable Data Printing (VDP). These communication pieces typically serve as a key component of a cross media campaign utilizing personalized URLs (PURLS) to drive consumer traffic and loyalty.

The NEXPRESS 2500 Press uses press profiling and standard inks to match up to 82 percent of the PANTONE® spot color gamut with no custom mixing required. Customers can upgrade presses as they grow their business with options to select desired paper capacity, increase processing capability, and add the GATF InterTech Award-winning KODAK NEXPRESS Fifth

Imaging Unit Solutions for delivery of spot color, watermarking and protective coating. Alcom's KODAK NEXPRESS 2500 Press is equipped with a fifth imaging unit that enables high impact glossing in conjunction with the KODAK NEXPRESS Glossing Unit. The booklet maker for NEXPRESS Presses is available in in-line or off-line configurations for collating, stitching, folding, trimming, and creating standard or square back booklets of up to 100 pages.

Already pleased with its existing KODAK DIGIMASTER EX138 Digital Production System, Alcom added a DIGIMASTER EX150 System to efficiently run work formerly done on its offset presses. The KODAK DIGIMASTER EX Digital Production System builds upon the proven quality, performance, productivity, and flexibility of Kodak's award-winning KODAK DIGIMASTER EX Digital Production System Series.

Alcom uses the KODAK PRINERGY Workflow System integrated with KODAK INSITE Prepress Portal System, an Internet-based system that helps to solve key business issues by streamlining production from the original file to final printed job, improving productivity, resource allocation, and ultimately Alcom's bottom line. Alcom also uses the KODAK APPROVAL Digital Color Proofing System, a GATF InterTech Award-winning system that enables customers to create millions of accurate colors, including metallics.

Serving customers in almost every market including education, healthcare and Fortune 500 companies, Alcom employs 130 people at its 120,000 square-foot facility.

KODAK Products are backed by KODAK Service and Support. KODAK Service and Support consists of more than 3,000 professionals reaching more than 120 countries. It is a leading multi-vendor, integrated services provider, delivering consulting, installation, maintenance and support services for the commercial printing, graphic communications, document imaging and data storage industries. KODAK Service and Support professionals are uniquely qualified to provide services that control costs, maximize productivity, and minimize business risk.

## **About Kodak**

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

More than 70 million people worldwide manage, share and create photo gifts online at KODAK Gallery—join for free today at [www.kodakgallery.com](http://www.kodakgallery.com)

In the graphic communications market, Kodak offers the broadest portfolio of integrated solutions to help customers grow their business. For more information, visit [www.graphics.kodak.com](http://www.graphics.kodak.com). For downloading photos and videos from Kodak's image library, visit [www.kodak.com/go/gcimages](http://www.kodak.com/go/gcimages).

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