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MEDIA CONTACT
DAVID HARDING
317.870.6141
dharding@hardingpoorman.com

HardingPoorman Group First in the US to Install Print Standardization Software

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When HardingPoorman Group implemented Print Standardizer, the latest color management software from Alwan Color Expertise, they knew they would be improving the accuracy and consistency of their prints. They also knew that they were the first US-based commercial printer to install this cutting-edge software.

HPG's implementation of the software is so revolutionary that the processes involved were being written as HPG integrated them - prompting many phone calls between Alwan's headquarters in France and HPG's supplier, Lacrosse Litho Supply.

"HPG has been instrumental in allowing us to develop proper implementation of the technology. They are helping to blaze the trail for press optimization based on real-time data" says Lacrosse Litho's Director of Technology, Matt Fenn.

While the concept of print optimization has been around for years, the traditional methods involved countless test prints, checked against calibration devices, and adjusted manually. Alwan's Print Standardizer is the first technology capable of communicating in real-time between the proofers and presses.

As Print Standardizer gathers data from HPG's devices, it creates a live database which can make informed suggestions on adjustments to be made for improved color accuracy.

"We have come full-circle from prepress to press, back to prepress," says HPG's Prepress Systems Manager, Jim Wachob. "We have the printing presses talking back to us."

ABOUT HARDINGPOORMAN GROUP

The locally owned and operated HardingPoorman Group, www.hardingpoorman.com, consists of several integrated companies all under one roof. HardingPoorman Group's broad portfolio of services includes: computer-to-plate offset printing, UV printing, digital printing, variable data services, CD/DVD replication and automated packaging, mailing, comprehensive bindery, and wide format signage. The company has annual sales of \$24.8 million.

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4923 West 78th Street, Indianapolis, IN 46268 | T 317.876.3355 | F 317.876.3398 | TF 888.809.7741 | www.hardingpoorman.com