

TO UPLIFT CHRIST AND MAKE HIM KNOWN



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## Pacific Press® purchases new printing press to improve printing capability

Nampa, Idaho (November 24, 2003) -- Pacific Press® recently signed a contract to purchase a new MAN Roland 700 Series sheetfed printing press. The new press will replace older equipment that is no longer able to keep up with the printing demands and technological advances of today's marketplace. "This is an investment in our future to provide our customers with added capabilities and quality enhancements that new press technology is capable of delivering," says Pacific Press® president, Bob Kyte.

"The new MAN Roland printing press is the highest quality printing press available today," says Chuck Bobst, vice president for production, "and it will translate into added value and improved service for our customers." Because of the capabilities of the new press, customers can expect to see unparalleled image quality and a decrease in costs of printing due to faster speeds and shorter make-readies. "The new printing press will also allow us to take on projects with shorter print runs, such as conference newsletters and inserts in union magazines," says Bobst.

Other advantages of the new press include a built-in coater, making aqueous coating available on all jobs, allowing for a glossier finished product and added protection. The coater also has a dryer that instantly dries the coating to reduce marking problems that can result from handling the finished product.

In addition, customers can expect to see added color enhancement since the new printing press is a six-color press, says Bobst. In the past, designers were limited to only four-color processing.

Another advantage of the new printing press is that it has a computerized control console that controls the ink densities for precision color control. This means that throughout the printing job the color remains constant and will not vary, says Bobst.

The new printing press, being built in Germany, is scheduled to be delivered in April. A four-week installation process and a two-week employee training will take place after the delivery. If all goes as scheduled, the new printing press should be in production June 2004, says Bobst.

"Pacific Press exists to spread the gospel through the printed page," says Kyte. "In today's world, that means staying on the cutting edge of technology and innovation. This new press will help us and our customers achieve those goals."

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