



## **P R E S S   R E L E A S E**

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## **US Ink Introduces New Press Doctor® 2006 CD**

**Carlstadt NJ, USA** – August 12, 2005 – US Ink, the industry leader in the development and production of ink servicing the newspaper and commercial coldset printing industries, has announced the release of the latest edition of Press Doctor. Press Doctor 2006 has been enhanced in important areas and is even more comprehensive as a trouble-shooting guide for coldset web printers.

Advertisers and readers have greater print quality expectations from printers today as color capacity has exponentially increased. “Meeting or exceeding these expectations requires life long learning of evolving technology associated with coldset web printing,” explains US Ink’s VP of Operations Larry Lepore.

Described by Dennis Cheeseman, US Ink’s Director of Customer Service, as a “coldset printer’s bible”, Press Doctor 2006 is over 1000 pages of technical solutions to virtually every aspect of the printing process. “We’ve taken the best of our research and technology, combined it with the best practices of our customer base, and created an interactive CD that can make any pressroom run more smoothly and efficiently.”

What’s new in Press Doctor 2006?

- The numerous technical topics have been updated with the most current information.
- Information on Ink Mileage and High-Strength Inks.
- Temperature Control and Input for Ink Systems
- The Specifications for Newsprint Advertising Production (SNAP). The new SNAP specifications have been included.
- Technical tips for obtaining SNAP Certification
- Updated graphics and hyperlinks

“Press Doctor 2006 not only helps printers solve existing problems, but more importantly, makes them aware of what can be done to prevent problems. In this sense, it’s a proactive piece of software where related topics are hyperlinked so that various facets of a subject can be studied sequentially,” reports Mr. Cheeseman.

“As an integral component of US Ink’s RealColor® program, Press Doctor 2006 will continue to assist coldset printers to improve their overall color reproduction and pressroom operations,” stated John Corcoran, US Ink’s VP of Sales. “Many printers have told us that they want to know every time a new release of Press Doctor comes out because it helped them achieve their print quality objectives.”

Press Doctor 2006 can be ordered, free of charge, directly from Dennis Cheeseman at 1-800-423-8838. Alternatively, it is available for download from US Ink’s website for registered members ([www.usink.com](http://www.usink.com)).

## **About US Ink**

As the industry’s only 100% news ink company, US Ink is dedicated to serving the newspaper and commercial non-heat printing markets. The company’s national operations are structured into five regions, with 12 manufacturing facilities providing close, responsive support to the nation’s newspapers. With ongoing advanced research and development, US Ink, a division of Sun Chemical Corporation, leads in the introduction of quality, innovative, high-performance products for the newspaper and commercial printing industries. More information about US Ink’s products, services and extensive customer quality and productivity support programs are available on the company’s website: <http://www.usink.com>

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