



A Division of Sun Chemical

## P R E S S   R E L E A S E

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## US Ink Unveils New Press Doctor® CD

Carlstadt NJ, USA – March 9, 2009 – 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. This popular CD focuses on both the theory and practical application of best practices in lithography. “Feedback from printers over the years has consistently rated the Press Doctor CD as one of the best trouble-shooting guides for the coldset web industry,” explains US Ink’s President Mike Dodd.

Newspaper readers and advertisers have greater print quality expectations from printers today particularly when it comes to color reproduction. “Meeting or exceeding these expectations requires life long learning of evolving technology associated with coldset web printing,” explains US Ink’s Director of Customer Service Dennis Cheeseman.

Described by Dennis Cheeseman as a “coldset printer’s bible”, Press Doctor delivers over 1100 pages of technical solutions to virtually every aspect of the printing process. “For many years now our interactive and searchable Press Doctor CD has been helping to make pressrooms around the world run more smoothly and efficiently. We’ve taken the best of our global research and technology assets and combined them with industry best practices to improve press operator skill sets so that their printed products are more consistent.”

What’s new in Press Doctor?

- SNAP – Updated Specifications for Newsprint Advertising Production (SNAP). The new SNAP guidelines have been included.
- SNAP Certification - Technical tips for obtaining certification.
- Updated graphics and hyperlinks that improve learning and interactivity with Press Doctor.
- Updated lithographic terms / expanded technical glossary
- Missing information update
- Temperature effect on print quality

“Press Doctor 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 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 be informed each time a new release of Press Doctor comes out because it helped them achieve their print quality objectives.”

Press Doctor can be ordered, free of charge, directly from Dennis Cheeseman at 1-800-423-8838. Alternatively, copies can be obtained by visiting US Ink’s booth [#2413] during mediaXchange and is available for download from the US Ink website [[www.usink.com](http://www.usink.com)] for registered members.

## 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>.