

NEWS & TECH

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SPECIAL ISSUE

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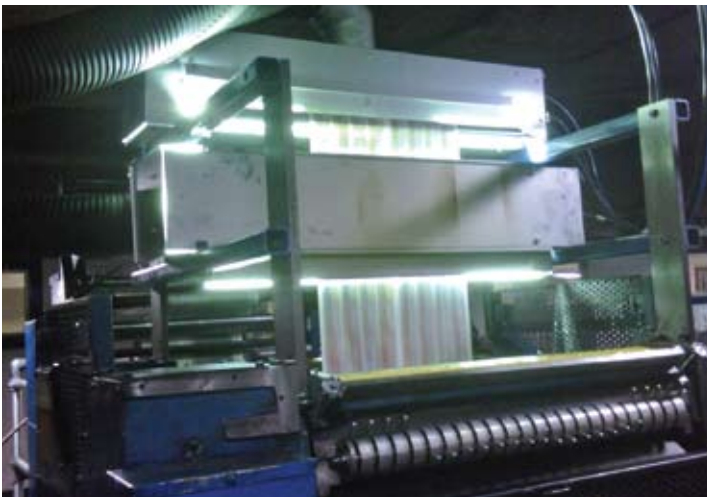
UV Cures Your Revenue Gap

The competition for advertising dollars has never been greater for your printed newspaper! Something big is shifting in the business of the printed newspaper and newspaper executives have never been more focused on finding new ways to create a future with their customers.

Even during these challenging economic times some newspaper printers have spot-

and US Ink's new RealColor® UV inks are realizing the business benefits.

Huron Web Printing and Graphics in Wyoming, Ontario is one of the largest independent grocery insert printers in Michigan and Southwestern Ontario. "The company, which began in 1992 brought in ultra violet printing five years ago, beginning with a single press line to accommodate upscale



ted opportunity in the coated web print market and expanded their business with UV printing capabilities. For example, two US Ink customers utilizing UV technology

grocery accounts that wanted an upscale appearance. UV also provided an opportunity for a coldset printer to compete against heatset," explained owner Mr. Chris Cooke.

Mr. Cooke continues, "five years later Huron Web has three UV press lines outputting to four folders and UV represents 53% of gross sales that have expanded into Ohio and Indiana."

Huron Web's plant manager, Mr. Scott McLachlin a veteran of the printing industry, played a critical role during the testing phase of RealColor UV inks. "After several tests and modifications the RealColor UV inks were approved and selected for all UV print jobs at Huron Web," added Mr. McLachlin. "The next step will be the installation of UV pumps to supply all three-press lines," said Mr. McLachlin.

"UV inks have helped us grow our business in a new direction allowing us to increase and diversify our commercial revenue stream and bring on new commercial clients we were unable to serve with our traditional coldset press," noted Mr. Tim Cramer assistant production director at The New Mexican in Santa Fe, NM. Mr. Cramer added, "the UV inks provided by US Ink helped us launch our new UV press quickly and get a level of quality that exceeded everyone's expectations. The colors of the ink are very vibrant and the consistency has been there through every batch we have received from US Ink."



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