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Xerox iGen4™ Digital Press installed at ABS Graphics

Addison, Illinois September 8, 2009: ABS Graphics a leading Chicago area marketing service provider has upgraded its digital color capabilities by completing installation of the Xerox iGen4 Digital Press.

The iGen4 press is one of the most productive and high-quality cut-sheet digital color presses in the printing industry, with superior quality images and consistent color from the first print to the last.

“With the addition of the iGen4, we have further solidified our digital printing, variable data and direct mail capabilities”, said Ken VanderVeen, President, ABS Graphics, Inc., “We will be creating unparalleled digital printing options and opportunities for our clients’ to communicate with their customers and members like never before.”

So what is so special about the iGen4?

- It offers vibrant image quality that rivals offset and advanced color management tools that ensure consistent, high definition color images.
- It’s print engine is incredibly efficient for short run digital color projects as well as large run projects (up to 4 million pages/month) with quick turnaround times.
- It offers the largest digital cut sheet dimensions available with a maximum paper size of 14.33 x 22.5 inches.
- It provides us with a G7 certified color management system – consistent with our offset presses.
- It’s perfect for complex variable data and graphic intense projects.
- It’s Pantone™ licensed.
- It will help ABS reduce our environmental footprint with non-toxic dry inks, minimized waste, and 97% recyclable or re-manufacturable components.

“Incorporating the iGen4 with our suite of i-ConnectSM products provides clients with a singleSM source for the development, execution and measurement of multi-channel marketing initiatives,” added VanderVeen. “Going to market is now faster, more effective and efficient.”

For more information and to schedule a visit, please contact us:

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i-ConnectSM
You understand.



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