

Fleet Graphics, Inc. looks to the future with major equipment and business acquisitions

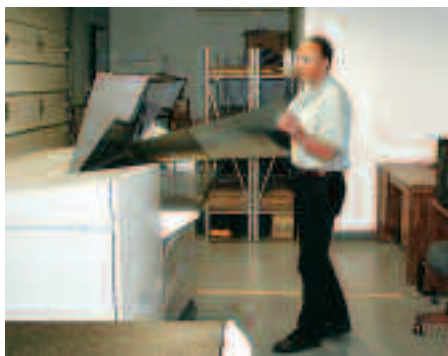
Prepress Shop Teams Up With ScreenUSA (Trueflow PDF Workflow and PT-R8000II Platesetter) and FujiFilm (Barilla No-bake Thermal "P" Plates) to Make the Move to Direct to Plate and Also Acquires Quicksan Color Separations to Produce High-End Scanning and Short-Run Digital Color.

DAYTON, OHIO - The print world is moving to Direct-to-Plate (DTP) and there are plenty of success stories of printers who have raised themselves to new levels and expanded their businesses due to the implementation of DTP. Many printers are not in a position to make the move themselves to DTP so Fleet Graphics, Inc. has the perfect solution for them, use our services. We have made a commitment to stay on the cutting edge of digital pre-press technology and will continue in that effort. We already have a digital infrastructure in place that consists of large RAID servers, high speed 100 base T and gigabit ethernet networks, DVD & DAT digital back-ups, DSL high speed data line with an FTP site and an ICC profiled digital proofing solution.

Elimination of the film stage of conventional plate processing will reduce the number of plate remakes due to dust, dirt and hot spots. All plates are imaged with first generation dots which are sharper and will reduce dot gain and improve print quality. More accurate registration on press will reduce make ready time and waste and allow for quicker turns on shorter run color work. Pricing can be more competitive when film and stripping costs are eliminated.

Because a DTP workflow requires that every aspect of the job must be done digitally, printers will not be

able to manually fix parts of the job with strip-ins and pick-ups. Our acquisition of Quicksan Color Separations now allows us to complement our existing pre-press services with support for all aspects of a DTP workflow. We now offer full graphic design or simply assisting in more difficult portions of a digital design, high end color scanning, copy-dot scanning for existing film, digital photography, digital and analog proofing, file preparation and troubleshooting on macintosh and PC based



Ron Holland of Fleet Graphics, Inc. prepares a plate for imaging on the PlateRite 8000II.

systems, imposition or step and repeat layout capability, PDF workflow, photo retouching, file editing and color management.

The front-end system we have chosen to drive our DTP output is not just a RIP but an innovative and powerful workflow solution. A good RIP must be able to output the same results to proofer, image-setter, platesetter or even transfer files. Trueflow, the intelligent RIP solution from ScreenUSA, allows us the versatility to handle many different formats for input and for output and file integrity for accurate proofing. Trueflow offers automated job processing through the use of customized job tickets with all the specifications for that job. Imposition is a critical part of a DTP workflow and Trueflow offers us the option to add or replace data for any individual page within an imposition layout. We are able to insert blank pages as place holders for pages that are expected to arrive late then insert it when it becomes available. This also allows us to make changes and corrections to individual pages without having to re-RIP the entire imposition. ScreenUSA's PlateRite 8000II is a thermal plateset-



Scott Waggoner, President of Fleet Graphics, Inc. at a TrueFlow workstation.

ting device with plate sizes ranging from 14.5" x 17.7" all the way up to 37.00" x 45.6". This device will be imaging the new second generation Barillia thermal "P" plates from FUJI. This is a no-bake thermal plate with run lengths rated at about 300,000 impressions.

With Trueflow and the PlateRite 8000II we are able to use SPEKTA DOT, a revolutionary screening technology. SPEKTA is an innovative hybrid screening method which eliminates moire, rosettes, broken lines and delivers print quality and detail comparable to 300 line high-frequency screening without having to make any changes to conventional press conditions. When you see the difference in quality it can provide on the printed sheet, you will see the competitive power it will add to your business.

Digital proofing is the largest obstacle in the move to "Direct to Plate" and we feel that our digital proofing solutions are up to the task. We are using an Epson 9600 with ICC color profiles applied to match our Fuji Color Art contract proofing system. The TrueFlow RIP system generates a variety of output files from a single RIP'ed and trapped file. A PDF file is created for quick soft proofing, a proof file is created for our Epson proofer, a film file is created for output to our Dolev 800 for film and proof, or a plate file sent directly to our PlateRite 8000II thermal platesetter. The proof file can also be created from an individual page or an entire imposition layout. By employing the RIP once, output many technology, the integrity between the proof and the final plate is assured. Digital position proofs for backed up, trimmed and folded imposition proofing will also be provided.

Fleet Graphics Inc. has all of the peices in place to make a successful move to "Direct to Plate" and take your company with them. Speed, high-quality, personal service and state of the art equipment are all in store for you when you partner with Fleet.

