



**FOR IMMEDIATE RELEASE**

Thursday, April 12, 2007

xpedx, Booth 936—On Demand Exposition, Boston, April 16-19

**XPEDX PROVIDES WORKFLOW ADVICE, MAKEOVERS;  
HELPS PRINTERS SHARPLY REDUCE COST  
OF NEW DIGITAL EQUIPMENT**

xpedx has done it for hundreds of printers across the USA: workflow makeovers that maximize a printer's profitability, quality and efficiency.

The xpedx national team of print experts evaluates what specific needs a printer has, from creative to post-press, then advises on the best mix of equipment, software, paper and processes they should consider for their business. The recommendation depends on what the individual printer needs, and can vary widely.

xpedx is North America's largest distributor of printing papers, graphics, packaging and facility supplies and equipment. Because xpedx represents the top manufacturers in the market, xpedx can design customized workflows that enable printers to get what best suits their own print operation.

xpedx, at booth 936 for the On Demand Exposition, Boston Convention Center, April 16-19, will demonstrate prepress equipment during the expo. Among the equipment: Agfa ApogeeX, Artwork Systems Nexus, Esko SCOPE, Kodak Prinergy and Xitron Xenith, as well as a Ryobi Digital Imaging (DI) offset press.

On Demand attendees will also learn about ways xpedx can help them acquire new equipment. "When customers aggregate their purchases of paper and graphics supplies with xpedx, it is possible for customers to acquire prepress equipment at little or no cost," said Dan Wish, general manager of the xpedx National Technology Center.

Members of Wish's national team of workflow experts are at On Demand to discuss this issue as well as new digital processes that printers can implement.

In addition, xpedx will discuss its offering of short-run, color-managed, variable data digital printing on a pure "pay-per-click" basis, in which printers pay only for what is printed. xpedx coordinates the installation of top OEM-branded digital presses into a printer's facility, so the equipment can be used as needed. The equipment allows printers to integrate with their existing color management system, enabling matching, near-offset-quality color.

Dennis Killion, marketing director of graphics for xpedx, based in Rochester, N.Y., said xpedx representatives at On Demand will also discuss ways the company helps printers incorporate all aspects of their pressroom operation into a single workflow that handles everything from estimating and creative, to printing and bindery, to shipping and invoicing.

For more information, visit xpedx at booth 936 during On Demand or contact the xpedx National Technology Center at 330-425-3001. Information is also available at [xpedx.com](http://xpedx.com). ###

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