



FOR IMMEDIATE RELEASE

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xpdx and Ryobi, Graph Expo Chicago, Booth 3808

**XPEDX INTRODUCES NEW SERVICES, TOOLS TO HELP PRINT
PROFESSIONALS PROFIT, INCREASE EFFICIENCY**

CHICAGO, September 6, 2007—xpdx is introducing exclusive new initiatives, products and services to help print professionals and their businesses become more profitable, efficient and productive. xpdx, North America's largest marketer and distributor of printing papers and graphic supplies and equipment, will be exhibiting at Graph Expo Chicago, Sept. 9-12, Booth 3808.

The company will co-sponsor with Ryobi the U.S. debut of a new eight-up, multi-color Ryobi printing press. xpdx will also spotlight new products and services in proofing and bindery/finishing, show printers a new, low-cost way to enter the lucrative market for short-run variable data printing and introduce an affordable, simple-to-use special effects lenticular printing system.

“Successful printers today want access to profitable new print markets without large capital outlays or additional business risk,” said Dan Wish, general manager of the xpdx National Technology Center in Twinsburg, Ohio.

Also at Graph Expo, xpdx will discuss its expanding program to help U.S. commercial, in-plant and specialty printers earn Sustainable Forestry Initiative® (SFI) and Forest Stewardship Council (FSC) chain-of-custody certifications. In addition, xpdx will spotlight its network of more than 150 retail stores across North America that enable printers to quickly obtain small orders of paper and graphics supplies.

**Helping printers enter high-margin VDP
and special effects print markets**

xpdx is expanding its popular “Pay-Per-Click” digital press program introduced at last year's Graph Expo. Through this program, printers can obtain Xerox and other OEM-branded digital presses but pay only for each piece printed. xpdx is also helping printers learn and implement variable data printing (VDP) with the help of software and training from xpdx.

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Also at Graph Expo, xpedx will unveil Opticular™ for digital special effects, which enables printers to produce short-run special effect printing—including morph, 3D and zoom—easily and at very low cost. Opticular is a new offering to the market, created by and exclusively distributed through xpedx. “This turnkey system has a very small footprint, so it is ideal for even the most space-constrained environments. It is available for as little as one-tenth the cost of other lenticular software and other required production equipment,” said Wish. Opticular uses a specially-designed toner-based OkiData print engine.

New products, services in remote and on-site proofing

Until now, the time and costs associated with remote proofing were often too high for printers and their clients. xpedx at Graph Expo will launch its own online proofing service with PROOF-it-ONLINE that substantially lowers the price over today’s alternatives, takes less time than traditional proofing methods and reduces communication errors between reviewers.

Also introduced at the show is a new, highly reliable dual-sided imposition proofing system—KwikFlip™. xpedx developed this low-cost product, which is compatible with nearly all Epson large-format inkjet printers, to help printers get two-sided imposition proofs quickly, without a large capital investment.

Graphics and post-press offerings expand

xpedx said it is expanding its offering of traditional graphics supplies for printers within pre-press (CTP, platesetters, workflow) and the pressroom (paper, blankets, plates, inks and pressroom chemistry). xpedx will spotlight Kodak’s All-in-One CTP package, which includes workflow, platesetters and digital plates. The company will also show post-press products such as collators and perfect binders from C.P. Bourg, folders and folding equipment from Baumfolder Corporation and cutting solutions from Perfecta.

Providing U.S. printers with G7™ education, certification

xpedx will have JDF- and G7-certified consultants available at Graph Expo to help printers understand the current state of these print standards. xpedx has one of the largest G7-certified consultant staffs in North America and can help printers obtain the certification that large print buyers and customers are demanding today.

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About xpedx

Loveland, Ohio-based xpedx, a business of International Paper, is one of the largest business-to-business distribution companies in the U.S. with more than \$6.7 billion in 2006 revenues. xpedx distributes a wide range of paper and graphics, packaging and janitorial-sanitary supplies and equipment from manufacturers worldwide. Customers include printers and publishers, manufacturers, retailers and facility managers among many others.

xpedx, which has more than 260 locations across North America, does business with the majority of printers in the U.S. It also provides detailed operations consulting for printers to help them improve productivity and profitability. xpedx is one of the largest providers of post-consumer waste content and recycled printing papers in North America and has Sustainable Forestry Initiative® (SFI) and Forest Stewardship Council (FSC) Council chain-of-custody certification at all of its U.S. locations. For more information, visit xpedx.com. ###

Editor's note: xpedx is always spelled all lower case.

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