



FOR IMMEDIATE RELEASE

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**XPEDX CREATES NEW, LOW-COST SYSTEM
FOR HASSLE-FREE, DUAL-SIDED IMPOSITION PROOFS**

**xpedx will come to a printer's facility,
get system set up with existing color RIP**

CHICAGO, September 9, 2007—The largest printing companies have it under control. But for tens of thousands of mid-size commercial and in-plant printers across North America, there's still an unmet need for hassle-free, dual-sided imposition proofs on demand.

Some mid-size printers have invested in automatic imposition proofing systems, but they often run into performance troubles related to non-continuous use or varying climate conditions. The majority of printers are doing imposition proofs the same tedious, old-fashioned way: output one page, spray adhesive on the back, output the second page, then glue them together.

Seeing an opportunity to help printers get the dual-sided imposition proofs they need without a large capital investment or acquiring a system that may not work properly, xpedx has developed KwikFlip™, a low-cost product and service offering that's compatible with nearly all Epson large-format inkjet printers used for proofing.

“For about \$5 a sheet, you can quickly and efficiently run a dual-sided proof before you go to press,” said Dan Wish, general manager of the xpedx National Technology Center in Twinsburg, Ohio. Wish's team invented KwikFlip and markets the product exclusively. “It's a very cost-effective tool and really speeds up the production process.”

Additional details on KwikFlip™

A highly reliable manual system, KwikFlip is not sensitive to humidity or subject to complex workflow connections like automatic dual-feed imposition printers. It is available for less than \$5,000, which includes installation, printer training, and related expenses. KwikFlip is compatible with five Epson models: 7600, 7800, 9600, 9800 and 10600.

KwikFlip also doesn't require continuous use to achieve optimal performance. With a simple manual flip, KwikFlip delivers a printed piece that would otherwise be produced with the time, labor, and materials necessary to secure large format paper with spray adhesive.

When combined with the EFI RIP and a fast bi-directional ICC profile, it creates accurate, backed-up four-up or eight-up low-resolution proofs. Once users are trained on how to create the alignment, they can do their own troubleshooting, re-aligning, and can fix any problem that would otherwise require technical support.

(more)

KwikFlip comes with one day of on-site set-up and training from an xpedx technician, one ICC profile of imposition media to enable faster production speeds, two starter boxes of Colorlok imposition paper media and media guides. For more information, please call the xpedx National Technology Center at 330-425-3001.

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) 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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