



**FOR IMMEDIATE RELEASE**  
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xpedx, Graph Expo Chicago, Booth 3808

## **XPEDX HELPS U.S. PRINTERS INSTALL AND PRODUCE VARIABLE DATA PRINTING**

### **Expands popular “pay-per-click” digital press acquisition program for printers**

CHICAGO, September 9, 2007—xpedx today at Graph Expo Chicago formally introduced a new program to help U.S. printers install and produce variable data printing at their facility. The program builds on the successful “pay-per-click” digital press acquisition program by adding new variable data printing (VDP) software as well as training. xpedx is at Booth 3808, Sept 9-12.

The xpedx “pay-per-click” program enables printers to get a production-rated digital press installed in their facility but only pay for each piece produced. The digital press is typically a Xerox. “The response to the program has been strong from printers coast-to-coast because there are no capital requirements to begin producing digital print,” said Dan Wish, general manager of the xpedx National Technology Center, Twinsburg, Ohio.

xpedx expanded the program to provide printers with specialized software and training. That puts the printer into the high-growth, high-profit variable data print program—and enables them to start marketing their VDP offering to customers.

Printers can elect to pay for the xpedx VDP solution once they start selling print jobs to customers, Wish said. The program lets printers pay for only the printed piece, a flat fee per page for high-end, short run digital printing. The printer pays nothing up front in terms of new capital. xpedx coordinates the installation of the digital press in the printer’s facility and trains staff on VDP and ways to best create and print it.

The digital presses can be upgraded, replaced or removed upon the printer’s request. The program eliminates any concerns about choosing the wrong solution.

A printer can choose to pay for freight, installation and training with a monthly minimum click volume and receive a discount per click. The ‘click charge’ is higher for customers that choose not to pay up-front costs, but users have an option to install digital presses and add VDP capabilities with minimal cash outlay.

Wish said the “pay-per-click” digital press acquisition program is successful because of its low-cost and zero hidden costs or contract surprises. “For printers, it’s like giving them a luxury sports car, no money down. They pay only a low per-mile fee, and they can either trade up or return it with no financial penalty.”

#### **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

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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](http://xpedx.com).###

Editor's note: xpedx is always spelled lowercase.

Contacts: Jeff Higgins, Corporate Director of Marketing Services, xpedx, Loveland, Ohio, 513-965-2923; Press/Analysts: Erik Godchaux, Madison, Wisconsin, 608-256-4540

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