

## FOR IMMEDIATE RELEASE

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### **Direct Printing Impressions in West Caldwell, NJ Automates Pressroom with Digital Information's InkZone Ink-Presets & Closed Loop Technology**

*Weymouth, MA- (April 1, 2014)* – CMYK Distributors, Inc. today announces the installation of InkZone Ink-Presets and Closed Loop technology at Direct Printing Impressions (DPI) in West Caldwell, NJ. DPI is a family owned and operated, full-service, commercial printing company. DPI was founded in 1990 and is managed by Rich Luggiero, Jr., Vice President of Sales and Ray Luggiero, Operations Manager.

A leader in innovation and quality in the tri-state area commercial printing industry, Direct Printing Impressions' business has grown exponentially in just over two decades. What began as a small, 3,000 square foot operation with a handful of employees is now a solid, mid-size company with 33 employees and a 27,000 square foot facility featuring a prepress department, pressroom, bindery, warehouse, and in-house fulfillment department. DPI's offset equipment includes a Heidelberg 40" - 6 color w/coater & perfecting, a Heidelberg 40" CD 102 - 6 color w/coater & extended delivery, and a Ryobi 12" x 18" – 2 color. Direct Printing Impressions is G7 certified, FSC certified, and ClingZ certified.

Direct Printing Impressions was introduced to the InkZone solution by CMYK Distributors, Inc.'s national direct sales partner, FUJIFILM North America Corporation, Graphic Systems Division. The solution was installed on their Heidelberg 40" CD 102.

"Direct Printing Impressions is an exciting addition to our distinguished customer roster. The team at DPI is very forward-thinking and they are committed to remaining ahead of the technological curve in the industry," said Mark Williams, Director of Sales for CMYK Distributors. "DPI was looking for an affordable, sustainable system that would deliver the highest level of color consistency and quality control. The InkZone solution has exceeded all of their goals and we are delighted with their success."

The InkZone Ink-Presets and Closed Loop solution features an intuitive interface and the ability to preset minimum ink-key opening thresholds, color bar configurations that encompass the full-width of all sheet sizes, color bar patches that allow for G7 compatible data readings, and a dependable CIP3 iterative learning process. With InkZone, the data being sent to the press is highly accurate enabling DPI to achieve run-to color significantly faster and with less waste.

"The InkZone solution is literally like having an electronic eye on your press at all times watching your work and ensuring the highest level of color consistency and accuracy," said Rich Luggiero, VP of Sales. "InkZone eliminates the variable of human error. With InkZone, our pressroom is fully automated which saves us time and money, instills confidence in our customers, and allows DPI to be competitive in the marketplace. In just a short time, the InkZone solution has proven to be an invaluable solution for helping us to achieve a stable, high-quality, standardized printing process."

With InkZone, the interface between prepress and press is both powerful and economical. InkZone is based on JDF technology and is fully compliant with global workflows and international standards. With InkZone, the Direct Printing Impressions' prepress department now uses InkZone DI-Plot software to send ink coverage values in the form of JDF files to InkZone Perfect for conversion to calibrated machine and print-related values for presetting

the ink keys and ductor rollers. The InkZone hardware components send this data via network and in the specific format required by the press console.

The InkZone solution at Direct Printing Impressions features an X-Rite EasyTrax scanner for measuring the color bar. By measuring a color bar, the collected data is sent directly into the InkZone Loop software to automate that process. X-Rite's EasyTrax allows for ease of set-up that measures in both scanning and spot modes for use anywhere on a press sheet. With laser alignment, press operators are assured of quality measuring results, and with X-Rite's spectral accuracy, users can have confidence in their EasyTrax measurements. The X-Rite EasyTrax comes standard with the Pantone digital library.

For more information, please visit [www.cmykdistributors.com](http://www.cmykdistributors.com) or call Mark Williams, Director of Sales for CMYK Distributors at 973-459-0524.

**About CMYK Distributors, Inc.**

CMYK Distributors, Inc., headquartered in Weymouth, MA, is the leading distributor and installer of graphics and printing products that bring automation and waste reduction technology to the industry, while conserving environmental resources. CMYK Distributors, Inc. is the exclusive distributor of Digital Information products in North America, including the renowned InkZone product line. For more information on CMYK Distributors, Inc.'s products and services, visit [www.cmykdistributors.com](http://www.cmykdistributors.com).

**About Direct Printing Impressions (DPI)**

Direct Printing Impressions (DPI) is truly a family owned and operated organization. Founded in 1990 by Rich Luggiero Sr., DPI's first facility was a 3,000 sq. ft. building in Totowa, NJ. DPI soon outgrew their initial facility and moved into a 6,000 sq. ft. building next door. From the start various members of Rich's family participated in the business. His son Rich Jr. is Vice President of Sales, while another son Ray started as a pressman and is now DPI's operations manager. Rich Sr.'s wife Rosa was the company's first office manager. Strong growth again forced DPI to move to a much larger 21,000 sq. ft. facility in Fairfield, NJ in 1996. In August, 2006 DPI moved into its current 27,000 sq. ft. facility and added a Six Color 40" Heidelberg CD press with aqueous coater and extended delivery. The Luggiero family stands ready to serve your printing needs for your next project of ANY SIZE. Our knowledgeable team will quickly serve your needs from estimate to delivery.

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