

Chicago Commercial Printer Invests \$2.25 Million in New Technology

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West Chicago, IL – Family-owned for over 35 years, Graphix Products recently invested \$2.25 million in commercial printing equipment. The acquisitions advance Graphix Products' printing

technology, production capacity and its ability to assist its customers in meeting their sales and marketing goals. To request a commercial printing proposal, visit Graphix Products online at www.graphixproducts.com or call 630.231.2425.

Jason Tews, a company officer, says the new technology positions Graphix Products as a commercial printing technology leader. "We consciously decided to advance all around all at once. We want our customers to continue to have direct access to the most high-tech, high-quality commercial printing processes and direct marketing systems."

Graphix Products delivers many services including: graphic design; six color offset printing; digital printing with variable data options; CD and DVD reproduction; adhesive labels; custom packaging; personalized promotional products; and direct mail campaigns with mailing and fulfillment.

Following a carefully crafted customer-centered approach honed over three decades, Tews says the company's niche is personalized customer service for major corporations, "Although our customers' projects reach millions of people every year, at the end of the day, we're a family-owned business dedicated to treating each customer's individual project as the most important one we're working on. We made this significant investment in our

business so that our customer's investment in our services will help them more quickly and efficiently reach their sales and marketing goals."

In 2007, Graphix Products' upgrades totaled up to a \$2.25 million dollar investment in equipment that:

- Doubled the company's mailing and fulfillment capacity with video jet addressing and additional inserters to efficiently and accurately deliver customized direct mail packages
- Increased productivity and enhanced offset printing with an additional Heidelberg six color press
- Expanded digital printing capacity and personalized variable data communication options with the Canon imagePRESS C7000VP digital press
- Upgraded prepress with advanced Computer to Plate technology
- Improved CD and DVD duplication capacity with additional high speed duplication equipment

About Graphix Products, High-Tech, High-Quality Commercial Printers and Direct Marketing Partners . . .

As one of Chicagoland's most recognized names in commercial printing, family-owned Graphix Products has earned a reputation for providing discerning customers with the highest quality printing for over 35 years. From the simplest printed piece to the most intricate custom project, Graphix Products remains committed to providing superior technical expertise, state-of-the-art capabilities and unsurpassed service. Clients include Allstate, Kraft, Bridgestone-Firestone, Canon Business Solutions, Pepperidge Farm, National Association of Realtors, American Bar Association and Moody Bible Institute. For more information, contact Jason Tews at 630.231.2425.

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