

Press Release



ProImage continues success with cloud ink optimization

Princeton, NJ (9th of July, 2015)- Kansas based newspaper 'Great Bend Tribune' recently chose ProImage's cloud-based ECO ink optimization service for their daily print operation. A free trial – offered by ProImage to all interested newspaper printers – was the trigger for Great Bend Tribune's Press Manager, James Audus to test if the software can help create a better looking paper for their customers.

The trial was a complete success and Great Bend Tribune is reporting a 21% average monthly reduction of ink consumption. In addition, print quality has improved: "We have noticed non-printed areas of the newspaper to be brighter and less ink carry over at blanket/plate gap", states James Audus. "Another area of substantial difference is 4-color rich black registration which has become more defined since using ECO. Our most significant change pre and post ECO is the overall cleanliness of the paper and the improved registration," he adds.

"The ProImage staff has been very helpful in setting up the correct color profile and helping us eliminate the need to modify pantone colors in CMYK format."

"This coincides with what our existing ECO SaaS customers report back to us," states Rick Shafranek, VP sales and marketing at New ProImage America. "We have dozens of newspaper clients using ECO and a significant factor of ECO SaaS success is the immediate ROI it provides. As a cloud-based service it

doesn't require any upfront investment, no start-up costs and no hardware or software to purchase. The printer pays only for the number of files submitted (no matter the file size) and saves money with the first file handled. This allows smaller newspapers and printers to employ the industry's best ink optimization solution without buying software, hardware or contracts yet benefitting from instant ink and paper waste savings and quality improvements."

Free Trial available at http://www.new-proimage.com/Ink_Saving_Solutions/ECO_SaaS_Service_1/

About ProImage

First established in 1995, New ProImage is a leading developer of browser-based content management, digital workflow, ink optimization, tablet and Mobile solutions, color image processing and production tracking solutions for the commercial and newspaper printing and publishing industries. Our solutions enable publishers, which have been dramatically affected by the rapid growth of digital publishing to remain competitive in today's economic climate.

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