



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **Presstek 75DI® digital offset press enhances Community Impact’s ‘hyper local’ newspaper print offering with efficient Insert and Direct Mail capabilities**

**Nashua, NH USA – March 27<sup>th</sup>, 2017** – Presstek, LLC, the leading provider of eco-friendly printing solutions, today announces that Community Impact Printing, Texas’ fastest-growing news organization, has successfully installed a Certified Pre-Owned Presstek 75DI digital offset sheetfed press at their state-of-the-art printing and mailing facility in Pflugerville, Texas. The Presstek 75DI is being used to print high quality advertising inserts, direct mail and detached marketing labels for Community Impact’s portfolio of hyper-local newspapers.

Launched by founders John and Jennifer Garrett in 2005, with only 3 employees, Community Impact has grown to become the most widely distributed news source in Texas, now boasting a total mailed circulation of over 1.7 million. Still independently owned, the newspaper opened its own 36,000 square-foot printing facility in Pflugerville, Texas in October 2016, where it prints 22 newspapers covering the Austin, Dallas and Houston metro areas. Their success stems from transforming the outdated local newspaper model into an essential source of genuinely useful and informative “hyper-local” content.

“We aim to build communities of informed citizens and thriving businesses through our commitment to localized, relevant news and information. Many of our advertising clients are small businesses with limited marketing budgets that want to target a particular neighborhood, sometimes just a one-mile radius around their store” states David Ludwick, General Manager at Community Impact Printing. “The Presstek 75DI digital offset printing press supports this offering because it is so efficient and economical to run, meaning we can offer the smaller print runs our clients need to make it more affordable to advertise.”

Community Impact purchased the Presstek 75DI sheetfed 5-color digital offset press with inline aqueous coating, to produce advertising inserts as well as direct mail postcards, and ‘Marriage mail’ detached marketing labels, which are attached to the newspapers for mailing. Previously, the inserts and direct mail were outsourced, often requiring a lead time of a week or more. Due to the Presstek 75DI’s high level of automation, the print facility can now realize a very quick turnaround and total make-ready is achieved in as little as six minutes.

“Since we had already purchased a Goss Magnum Compact to print our newspapers, when we were looking for a sheetfed press we explored the other products offered by the AIP group and discovered the Certified Pre-Owned Presstek 75DI was a perfect solution for our needs” David continues. “We were very impressed by how quickly the press was installed ready to print. We have found it extremely easy to use, and very economical to run due to the built-in automation, fast print speeds and quick job changeovers.”

Presstek DI digital offset presses, available in multiple configurations, employ a waterless printing technology resulting in less waste, sharper images and a wider color gamut. The DIs offer first-rate print quality with automated set up, imaging, printing and cleaning in one compact easy-to-use system, and are extremely cost effective for short-run printing. Contact Presstek to learn more about DI presses for your print business.

#### **About Presstek LLC**

Presstek provides printing solutions that are eco-friendly and engineered to streamline workflow as well as increase productivity, efficiency, and profits for commercial and newspaper printers. Presstek’s core product portfolio includes: 4- to 6-color DI® digital offset presses; thermal, violet, and inkjet Computer-to-Plate systems;



and printing plates for DI presses and CTP applications (waterless, thermal, violet and inkjet). DI presses and thermal CTP systems are offered as new systems and Certified Pre-Owned. In addition to product offerings, Presstek is a multi-vendor service provider with a global network of expert service technicians supporting pre-press, press, and post-press equipment including Presstek brands and other well-known industry brands.

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