
**VOGUE PRINTERS ADDS DIGITAL PRESS, VARIABLE
DATA PRINTING TO MEET CUSTOMER DEMAND**

FOR IMMEDIATE RELEASE

APRIL 9, 2010

(WAUKEGAN, IL) Vogue Printers, one of the Chicago area's premier, full service printers recently installed a Canon Image Press 6000 digital press to provide its customer's with fast turnaround times for on-demand and one-on-one variable data printing.

"We are excited to now offer full on-demand with variable data printing to augment our current offset printing capabilities", said Pete DePerte, Vice President, Vogue Printers. "Our new digital press coupled with our offset presses from 20" to a 40" Heidelberg Speedmaster 5-color with coater, greatly expands our range to provide uncompromised, ultra high print quality on a wide variety of paper stocks."

The Canon Image Press 6000 digital press handles sheets sizes up to 13" x 19" on paper stocks from 17 Lb. bond to 110 Lb. cover and operates at 3,600 impressions per hour. The new digital press allows Vogue to print directly from digital files eliminating the need for plates to make short run, high quality jobs a more cost effective alternative for its clients. "Now with Variable Date Printing, we can offer our clients complete personalization and customization to add value, lower costs and provide greater, more immediate results", DePerte added.

Vogue Printers, which marks its 45th anniversary in 2010, is an Eco-friendly, full service printer, also offering in-house die-cutting, inkjet addressing, inserting and mailing. Operating from a state-of-the-art manufacturing facility in Waukegan, Illinois – about 25 miles north of downtown Chicago, Vogue Printers built its reputation on producing high quality printing for Fortune 500 and corporate clients.

Vogue Printers has launched a new direct mail program to promote its new digital and variable data printing capabilities. To sign up for the Vogue Printers mailing list, please email: info@vogueprinters.com or call 847-578-1800.

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FOR MORE INFORMATION

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