

**Southern Lithoplate's  
ATV solution helps you soar  
above the competition and the  
marketplace.**



**Analog.  
Thermal.  
Violet.**



# Outmaneuver the competition.

*Simple, affordable, reliable, and dependable—Southern Lithoplate has the expertise and track record to find the right solution for you.*

Finding it hard to navigate through the tough terrain of today's market? Drive your business with Southern Lithoplate's ATV solutions that include leading product technology, personalized attention to service, and in field technical support. Hundreds of Southern Lithoplate's ATV partners utilizing our solutions have already proven they can capture increased share of color and commercial advertising revenue while simultaneously reducing their operating costs. See the facts for yourself, ask for your copy of "How to Profit in Today's Declining Newspaper Marketplace", researched and published by Chesapeake Resources.

## **Horsepower to take you through rough terrain**

Your personal Southern Lithoplate team of Business Manager, Account Manager and Technical Manager will ensure your ATV solution provides you a complete solution including consumables, platesetters, workflow, punch/bend all integrated with 24/7/365 technical support. Whatever your need might be, Southern Lithoplate is the most trusted complete source for prepress and pressroom needs. At our core, we have been and always will be a lithoplate manufacturer. We have employed our core expertise and your requests for a solid secure future to create our ATV solutions platform.

Southern Lithoplate, a proven partner with the ability to deliver what you need, when you need it.

## **Shift into high gear with CtP**

With ad revenues down and newsprint climbing, Southern Lithoplate's partners can accelerate and overtake the competition. The vast majority, over 100, who switched to our CtP solution in 2004 increased plate consumption over the past four years by 10% or more each year. That increase is a direct result of additional sales in commercial, color, zoning and niche products they added to their business. Switching to CtP can help increase your profits along with a measurable reduction in ink, water, and paper waste too. Our CtP customers report the following:

- Improved color reproduction—helping to maintain or improve ad revenue
- Eliminated film processing and disposal costs
- Decreased labor costs through simplification of work flow
- Decreased materials costs—particularly with less startup waste and reduced ink usage
- Reduced production cycles, giving more flexibility in scheduling and later editorial closing times



- Expanded use of the printing press by diversification into commercial printing providing a new revenue stream
- Substantiated evidence that our CtP Alliance One Source truly delivers best in class products and service with 24/7/365 technical support

### Team experts to help you regardless of the road you choose

Through our CtP Alliance, we provide an integrated turnkey solution comprised of solutions from the most trusted names in the industry. Our Alliance includes Southern Lithoplate, Dainippon Screen, ECRM, and Nela, coupled with workflow management software from Prestelligence, Polkadots and Prolmage. Together with Southern Lithoplate's quality thermal or violet solution, we will configure the optimum CtP solution that best fits your needs—at the most competitive system prices in the industry.

### Steering you through obstacles

Navigating tight turns can be challenging. We can make your transition to CtP easy and worry-free. We coordinate with you and your management team to create a pre-installation timeline, including hardware and lithoplate selection and delivery. We schedule the delivery and installation of the equipment to meet your schedule and deadlines. We provide on-site training; all coordinated to ensure your new CtP system solution is operational and in place before the training begins. Southern Lithoplate's Certified Plate and Hardware Field Technicians ensure that your digital installation is 100% performance ready

both on the processing lines and in the pressroom, usually within two days. Your Certified Southern Lithoplate Technician will train your prepress personnel on your system solution and work with pressroom production management to ensure they capture the most value from your new Southern Lithoplate digital solution.

### Around the clock for ongoing warranty and customer support

Don't spin your wheels, our pit crew is standing by when it counts most. Your toll-free call to our 24/7 Technical Solutions Hotline quickly connects you to a live voice who will expedite whatever technical support you need. Our proven responsive RULE 15 Support Commitment, which delivers the right staff on your behalf within minutes of your call, gets you up to speed. 95% of all calls are completely resolved within two hours of receipt.

### Pressroom expertise

Our certified technicians include production room expertise with ink still under their nails. They can fingerprint presses and help you reduce ink consumption based on prepress and pressroom analysis in order to improve your overall press performance. Our team of technicians are an available resource to meet with your prepress and production teams to review, detail, and update all production parameters on your Southern Lithoplate ATV solution. Your team will be able to drive fast solutions to ensure the highest quality and lowest cost for prepress production and finished print product quality.

### Cash Now—Stimulus Package

Rising newsprint costs. Competitive pressure to think outside the box to stay in business. If those were not enough reasons to rethink CtP, how about money from the government? That's right. The 2008 economic stimulus package passed by Congress gives you a major 2008 tax break for capital investment. This accelerated depreciation program for investments installed by 12/31/2008 provides you with up to 40% of the cash you need to make the switch. Early action will be critical to take advantage of the tax savings.

## Customer service and commitment for the long haul

Southern Lithoplate's legacy as a lithoplate manufacturer runs deep and rich with 75 proven years of unwavering commitment to you. Commitment demonstrated through exceptional customer service, product development, the creation of best-in-class industry alliance relationships, along with 300 million square feet of manufacturing capacity to guarantee you product availability. Our demonstrated commitment to you has earned us the Preferred Provider designation for the North American News Market as voted by you and your peers through Belden & Associates' three independent research studies in 2002, 2004 and most recently the fall of 2007.

## Analog ATV solutions

We recognize there may be constraints, or other legitimate reasons, why you may not be able to ready to immediately take advantage of the benefits offered by Southern Lithoplate's CtP Alliance. That's OK. You can still benefit from Southern Lithoplate's full commitment to work with you to develop the most cost-effective, highest quality analog plate, film and workflow solution. Our portfolio of analog solutions comes with our 100% Customer Satisfaction Guarantee.

## Tools to tame the terrain

Southern Lithoplate continues to strive for excellence in quality, value, and performance! For more than 75 years we have supplied the newspaper industry with customized solutions. During that time, we have grown and expanded to meet your needs in spite of the demands and changes in our industry. And, we've done it efficiently and economically for you. Now with SLP ATV, you have the right solution for you in one place. For your dependable supply of products, consistent pricing, and outstanding customer support, come to the one trusted source—Southern Lithoplate. Go ahead. Get moving. Accelerate and overtake your competition. Call your personal account manager at 800-638-7990 today.



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# Southern Lithoplate CtP™ Alliance