



CRON - ECRM

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**Southern Lithoplate Names Artigraf as its Exclusive Mexican Agent for CRON-
ECRM Prepress Products**

WAKE FOREST, N.C. — Southern Lithoplate, Inc. (SLP) announced today that Artigraf, S.A. de C.V. will serve as SLP's exclusive agent in the Mexico market for CRON-ECRM computer-to-plate recorders and accessories. Under the agreement, Mexico City-based Artigraf will sell CRON-ECRM thermal platesetters configured for newspaper and commercial printing.

Artigraf is a fast-growing distributor of products for print and digital solutions. The company has amassed an impressive portfolio with national coverage in more than 20 years of doing business. Its 13 branches, which are strategically located throughout the Mexican republic, represent a wide range of production equipment and consumables used every day by printing operations and graphic arts professionals. All of Artigraf's sales executives are trained to provide complete consulting and support services.

“SLP is committed to developing international relationships in countries where growth prospects appear most promising,” said David Baygents, SLP Director of Export Markets. “Mexico is a strong area for export growth.”

“Artigraf always welcomes opportunities to expand business alliances with leading graphic arts and digital solutions providers that bring innovative tools to our clients,” León Behar, Artigraf president, said. “We are happy to support SLP’s new endeavor in the Mexico market.”

SLP and CRON-ECRM LLC recently sealed an exclusive distributorship pact. The alliance gives the printing plate manufacturer’s current and future customers across the United States, Canada and Mexico access to unique new turnkey thermal CtP solutions. Customers will benefit from the backing of SLP’s industry-leading sales, service and technical support, along with the newly created SLP Solutions Program.

SLP (www.slp.com) is a leading provider of digital plate solutions and associated products for the newspaper and high-quality commercial sheetfed printing markets. SLP’s service infrastructure is designed to support customer productivity and profitability from prepress through the pressroom and beyond. Equipment manufacturers have confidence in SLP’s ability to service customers’ prepress and pressroom technology.

SLP works closely with customers to improve printing techniques and quality, such as participation in the Specifications for Newsprint Advertising Production (SNAP) Certificate Program. SLP also is helping customer partners print to G7-based specifications through its G7 Quality Program. State-of-the-art manufacturing facilities located in North Carolina and Michigan exceed the needs of customer markets. The company is headquartered in Wake Forest, N.C., near the world-renowned Research Triangle Park.

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