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CONTACT:

Steve Mattingly
Southern Lithoplate, Inc.
(800) 638-7990 ext. 2240
Fax: (919) 556-1977
SMattingly@slp.com
www.slp.com



**NEW PRODUCTS, NEW SERVICES, DEMONSTRATE SLP'S COMMITMENT TO
PRINT AT SNPA CONFERENCE**

Sarasota, FL – While newspapers attending this year's SNPA News Industry Summit may have had any number of different reasons for attending the September 13-16, 2016 event, there's no doubt the promise suggested by the conference's title: "A Time for Opportunity – Building a Sustainable and Balanced Business" was justification enough for taking several days away from the day-to-day business of publishing and printing.

Potential answers, revolutionary solutions, and even unorthodox ideas for fueling more profitable, more efficient and more effective newspaper enterprises kept executives, managers and other key decision makers highly engaged during the agenda-filled week.

Among the most engaging conversations, presentations and discussions at the Ritz Carlton conference venue, Southern Lithoplate's breakout offering of new technologies, new services and products, opened many attendees' eyes to strategic solutions not typically associated with "a lithoplate manufacturer."

"I was surprised Southern Litho brought that much consulting expertise to the table," explained David Dunn-Rankin, president of Suncoast Media Group. "We had a goal to significantly grow our commercial printing but wanted to make sure our operations were efficient before we did that. We hired SLP Solutions (one of the Southern Lithoplate divisions) to perform an operations review."

“These folks from SLP helped us know what we didn’t know and then prioritized it with us so we could begin work on it. There’s significant six-figure savings for us in that.”

Another eye-opening service introduced at the summit was the planned mid-2017 launch of KPIplus+ by SNPA and SLP Solutions. KPIplus+ collects newspaper-specific performance data provided by participating newspaper operations of varying circulation categories via the cloud and provides anonymous peer comparisons of metrics that can show how to improve performance and increase profits. This is a must-have tool as newspapers optimize their operations for savings and increased productivity.

The growing popularity and adoption of SLP’s Liberty NXP no-process printing plate was very evident in conference buzz among newspaper prepress experts. Emerging as the leading, true no-process plate of choice with 2400 dpi performance, Liberty NXP has demonstrated, in hundreds of printing operations across the US, significant cost-savings in chemical, paper and ink consumption and very measurable, reduced impact on the environment.

SLP’s CRON-ECRM CtP has been recognized as the go-to solution for printers who either are converting to thermal computer-to-plate, or replacing imaging devices that are at end-of-life status due to discontinuation by other device makers. SLP CRON-ECRM, with its stem-to-stern 3-year warranty and US-backed service and parts is helping newspapers save money, time and improve plate output productivity and quality at a time when it’s needed most – now. Plus, when combined with Liberty NXP no-process plates, the advantages are piling up!

Called the best takeaway in its debut this past spring at Mega Conference, 25 Ways to Improve your Print Products (in 2016), was also presented and shared with SNPA faithful at the recently concluded Summit to rave reviews. An SLP Solutions service, offered in collaboration with Creative Circle Media Solutions, MW Stange LLC and Virtanza, 25 Ways is a booklet that presents simple yet effective recommendations for improving newspapers’ editorial products, revenue generation programs, commercial printing growth and advertising sales enhancement. The next issue of 25 Ways is in development now for early 2017 publication, so stay tuned.

As evidenced by the enthusiastic reception at SNPA News Industry Summit 2016 to Southern Lithoplate's new technology, new services and new solutions, newspapers see that there is a partner who is committed to print both in practice and spirit.

Call or email us today for the best in print solutions.

800-638-7900

Info@SLP.com

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