



P.O. Box 9400 · Wake Forest, NC 27588 · Phone: 800-638-7990 · Fax: 919-554-0786 · www.slp.com



Press Release

FOR IMMEDIATE RELEASE

September 16, 2008

For Additional Information, Contact:

Steven P. Mattingly

Vice President

(800) 638-7990 ext. 2240

smattingly@slp.com

Southern Lithoplate CtP Alliance, VIPER 830® Plates Ease Blytheville Courier News' Transition to Digital Prepress

WAKE FOREST, N.C. — The Blytheville Courier News in Blytheville, Ark., considered making the move from film-based platemaking to computer-to-plate (CtP) for several years before the analog-to-digital transition took place in August. Repeated bouts with improper registration due to the nagging inconsistency of film output provided just the right incentive to switch.

“The problems we were having with register mostly involved the film,” recalled David Tennyson, publisher of the commercial printing and newspaper operation. “The first 100 feet of a 200-foot roll would work fine, but after that the consistency would drop off quickly. We changed manufacturers and used different types of film, and still couldn’t get the film to register properly.”

After a comprehensive search, the Courier News decided that a total solution package from the Southern Lithoplate CtP Alliance was the best way to reduce operating costs, improve productivity and deliver a better product to its customers. The company is now enjoying the advantages of a simplified, automated workflow and trouble-free CtP imaging on Southern Lithoplate VIPER 830® thermal plates.

“When we selected the new systems, we knew what they were capable of doing for us,” Tennyson said. “We knew the value they would bring to the entire operation. The pricing was attractive, and that made for a cost-effective package.”

Founded in 1898, the Courier News is published six days a week, Monday through Friday and Sunday. The newspaper has a daily circulation of approximately 5,000. The company, located in the northeast corner of Arkansas, also owns and prints a weekly newspaper in Arkansas and two weeklies in neighboring Missouri, all within 40 miles of the headquarters facility.

A thriving commercial printing business keeps the shop “hopping,” according to Tennyson.

“We have a Goss newspaper web press with a total of 15 printing units,” Tennyson noted. “A large percentage of our commercial printing consists of four-page broadsheet-size advertisements for auto dealerships. We print anywhere from six to 12 of these a week that are circulated throughout the mid-South. Each one is at least 80,000 copies.”

The Southern Lithoplate CtP Alliance helped ease the transition to CtP. To image the VIPER 830 plates from Southern Lithoplate, its longtime analog plate supplier, the Courier News installed the Screen PlateRite News 2000LE platesetter. The Screen CtP device, which is specifically designed for the newspaper market, is complemented by a

CA Systems/Egraph Polyheat 33 processor. In addition, the Courier News opted for the NELA Benchmark three-point plate bender. Polkadots Software's NEWSflo newspaper workflow was chosen to round out the package.

"We were impressed by how easy the workflow software and platesetter are to use," Tennyson said. "The training was very helpful. Even without previous experience, most of my staff can operate the systems. It was a smooth installation."

The Courier News is already saving time and money in the production process.

"We've had nothing but positive experiences," Tennyson said. "The reliability is superb. If we ever need technical help or service, it's always available."

About Southern Lithoplate, Inc.

Southern Lithoplate, Inc., headquartered in North Carolina, specializes in the manufacture, distribution and service of analog and digital lithoplates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value & Performance throughout the world. Southern Lithoplate provides our customer markets a full array of high-quality value-priced products. Southern Lithoplate's service infrastructure is designed to exceed the needs of their customer markets. Our state-of-the-art manufacturing facilities are located in Jackson, Tennessee, and near the world-renowned Research Triangle Park in North Carolina USA. For more information, call 800-638-7990 or visit the Southern Lithoplate website at www.slp.com.

Southern Lithoplate CtP Alliance and its associated logo are registered trademarks of Southern Lithoplate, Inc.

###