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## Press Release

### FOR IMMEDIATE RELEASE

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### **Greater Northwest Publishing Improves Quality, Productivity Thanks to Southern Lithoplate CtP Alliance Solution with High-Quality VIPER 830® Lithoplastes**

WAKE FOREST, N.C. — As a central newspaper printing plant and job shop, Greater Northwest Publishing, Inc. in Minot, N.D., prints an enormous number of pages for a large customer base. Anything that streamlines processes to save time in production without sacrificing quality is a welcome addition to the 11-employee operation.

The integrated newspaper prepress solution from the Southern Lithoplate CtP Alliance enables Greater Northwest Publishing to push more work through the shop in much less time. Greater Northwest Publishing implemented a complete digital prepress workflow utilizing Southern Lithoplate's VIPER 830® thermal newspaper plates.

“Having purchased analog printing plates from Southern Lithoplate for 25 years, we have great confidence in their plate products and in their recommendations,” said Bob Kastner,

general manager. “The CtP packages they have put together for other printing companies have a good track record. Everyone we talked to that has worked with Southern Lithoplate experienced a lot of success moving to CtP.”

Established in 1972, Greater Northwest Publishing specializes in wholesale printing, binding and mailing. A six-unit Goss Community web press is used to print 14 weekly newspapers, along with grocery circulars distributed in approximately 35 communities. Commercial projects include magazines and catalogs.

Prior to implementing the Southern Lithoplate CtP Alliance solution, Greater Northwest Publishing made plates from customer-supplied hard copies, negatives or digital job files. The printer selected the Screen PlateRite News 2000LE platesetter to replace an existing imagesetter and expose the high-quality VIPER 830 plates. The PlateRite News 2000LE outputs 26 plates per hour when using 35 x 23.2-inch plates. It has a minimum plate size of 18.2 inches x 18.2 inches and offers 1,200 dpi resolution. In addition, Greater Northwest Publishing installed Southern Lithoplate’s Proteck 105 plate processor.

“The film-based workflow was becoming an issue,” Kastner said. “We wanted to deliver a better looking product and minimize the number of steps involved in file preparation for press. That meant upgrading to the newest technology. Of course, printing from a first-generation dot on the plate immediately improves print quality. Going direct-to-plate also eliminates the problems you sometimes encounter achieving proper registration the first time from four pieces of film.”

The Prestelligence NewsXtreme newspaper production workflow helps accelerate production and minimize file-processing errors, reducing wasted plates.

Kastner was impressed by the smooth system installation and startup.

“This was a big change for our company, but the startup went extremely well,” he said.

“There was a learning curve, but, for the most part, we found it very easy to learn to control the temperature, chemistry and processor.”

The most dramatic improvement resulting from the transition to CtP is the savings in preparation time.

“In the past, projects would come in consisting of upwards of 900 pages in hard-copy form,” Kastner recalled. “It would take us 28 to 30 hours to get ready to start making plates. With our new workflow software, we can process files automatically and begin making plates in about an hour and 15 minutes. That is a huge savings.”

#### **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](http://www.slp.com).

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