



A Message from Your Account Representative

Dear Valued Customer,

It's finally summer! I'm sure you've been looking forward to it as much as I have.

While the nicer weather now affords us the pleasure of bike rides, nature hikes, and (hopefully) vacations, we understand the pressures on your businesses—and budgets—persist.

This month's issue, thus, focuses on our latest efforts in adding services, improving offerings, and simply making it easier and more cost-effective for us to handle your every need.

I am proud to present some new accomplishments and enhancements with this issue of *inTouch*. Moreover, I welcome the opportunity to demonstrate how these improvements can help you meet your marketing objectives, create new opportunities, and save you time and money.

Thank you again for your business. Feel free to contact me anytime.

— Laura Langland
Account Executive

NSO Extends Customer Value with Key Equipment Additions

Dedication to answering customer needs—and anticipating their challenges—advances NSO Press's mission of being a total, one-stop, one-source solution.

A Rocky Mountain-area mainstay, NSO Press has made its name by proactively delivering the products and services that make a difference in customers' businesses. As it celebrates its 20th anniversary, NSO underscores this commitment, adding new equipment, technologies, and support that give clients even greater value.

In addition to the pending launch of a cutting-edge Web-to-Print Storefront (see p.3 for story), NSO has added a Dorn DRC 30 UV coater and an ApogeeX workflow/proofing system. Combined, these tools improve overall productivity—and more important, bring a number of benefits to customers.

“Our UV coater helps clients give their graphics and marketing materials the ‘pop’ to command prospects’ attention in the mail, at retail, on signage, or virtually any venue—driving new sales at very little expense,” explained Jim Newton, Pressroom Supervisor. “Increased impact of print programs is more important than ever.” The Dorn DRC 30 adds only a day to the production cycle.

In prepress, the new ApogeeX workflow system enables increased reliability in file processing, troubleshooting, proofing, and PDF rendering. “With the integration of WebApproval™, customers will be able to approve and revise jobs online, speeding up the approval process from days to minutes,” said Mike Brooks, Prepress Manager.

Additionally, the ApogeeX system will enhance and directly feed into NSO's W2P offering.

“Customers can tap into the vast potential of W2P, ApogeeX, and our other fully integrated systems to gain more power, value—and ROI—than the tools they are currently using,” added Brooks. “These systems are no longer an option; they are an integral part in building, improving, strengthening, and revaluing processes in long need of an overhaul. NSO Press's solutions give customers the functionality and value they need to compete.”



Our (technologies) help customers give their marketing materials the ‘pop’ to command prospects’ attention... driving new sales at very little expense.

— Jim Newton
Pressroom Manager
NSO Printing

To learn more about these new technologies, and others in development, contact Mike Brooks at NSO Press at 303.227.1400 or via email at mbrooks@nsopress.com.

Ask the Expert



Jim Newton
Pressroom Manager
NSO Press

Get all your print-related questions answered by the experts at TouchPoint! Email us at info@comcom.com. If your question is published in an upcoming issue, we'll send you a \$10 gift card.

Q. Why doesn't the PMS you are printing match my book? I've been using it for years and never had any trouble matching it.

A. Pantone Color Formula Guides are subject to variations from one book to another that can be exaggerated as a book ages (worsening with exposure to light). If exact swatch matches are required, consult with your TouchPoint provider ahead of time, and we'll be happy to work with you and our ink suppliers to produce a custom formulation to ensure a perfect match from job to job, even with new ink lots.

Keep in mind that your substrate can also change the desired result. Two different gloss stocks can produce two different shades of the same color.

Q. How can my print project be considered "green" with all the chemicals used in the pressroom?

A. Sustainable Printing is a very important issue—one that NSO takes seriously. One of the major concerns is the release of VOCs (volatile organic compounds) into the atmosphere, such as those found in traditional, petroleum-based inks. NSO uses vegetable and soy-based ink in all its projects. These eco-friendly inks use mostly linseed oil—a renewable resource that substantially reduces VOC emissions while drying.

For more information on these issues or other printing tips, contact Jim Newton at jnewton@nsopress.com.

Sustainability Strides at TPS

At TouchPoint, we are innovative and purposeful in our actions to improve our operations to preserve, maintain, and ultimately improve our environment. Recent initiatives include:

- In partnership with paper merchants, NSO Press shares "green" knowledge through its ongoing Sustainability Seminar Series, available free of charge. Call 303.227.1400 for a schedule of upcoming events.
- **Berman Printing continues to make strides toward achieving Sustainable Green Printing Partnership (SGPP) status.**
(See story on p.3)

All TouchPoint companies stock a number of FSC-certified paper grades, and offer options for eco-friendly inks and coatings. Talk with your representative about "going green" with your next project.

CCI/CoakleyTech Improves AGCO's Print Management, Dealer Services

As one of the largest manufacturers and distributors of agricultural equipment, AGCO transacts business through more than 3,000 dealers globally—all of which rely on headquarters to provide compelling, up-to-date marketing, specification, and communications materials—in multiple formats.



Previously at Case New Holland, AGCO's project leader had firsthand knowledge of CCI/CoakleyTech's services depth, thus contacting his rep as the first—and only—potential partner for digitizing its extensive publication inventory and providing a cost-effective, ongoing solution for dealer communications.

On April 30, 9 pallets stacked 4' tall arrived at CCI/CoakleyTech with more than 9,000 manuals and publications. Stored in various locations, nearly half were in hard copy, ranging from binder, tape bound, perfect bound, comb bound, as well as other formats dating back to the 1960s. Another 1,800 documents were provided in RDO. Having acquired 24 brands over the years, AGCO's faced a tremendous hurdle in making all these materials editable, print-ready, and accessible to all constituencies—no later than July 1.

Committed to a swift response, CCI/CoakleyTech's eProfessional Services team is managing this project with the help of PreFlight, PrePress, IT, and Print Production.

As part of its efforts, the team is creating several online retail portals, including custom websites for every tier of customer. With drop-

down menus, shopping cart processing, and search functionality, the solutions are fairly robust. CCI/CoakleyTech is integrating search engine optimization (SEO) expertise to enhance the total offering.

Once all files are digitized, CCI/CoakleyTech will maximize utility by providing graphically driven CDs, DVDs, and other digital media offerings.

"Our solutions will enable AGCO to eliminate storage and inventory costs, while creating unprecedented access and customization for any piece in inventory," explained Jason Wienke, eProfessional and Digital Services Manager. "For a minimal investment, there's tremendous payoff."

For more information on Managed Services, contact your Account Representative.

Berman Hits New Environmental Milestones as it Proceeds toward SGPP Certification

As one of the nation's most progressive and forward-thinking graphic solutions providers, Berman Printing has long been a champion of environmental stewardship. Already FSC-certified, the company offers an extensive "house" lineup of earth-friendly stocks, paperboard, inks, and chemistries, helping customers comply with their own "green" initiatives. Its next goal—becoming the 10th provider nationwide to achieve Sustainable Green Printing Partnership (SGPP) status.

"The SGPP Program ensures that every designee is 100% compliant on very rigorous health and safety codes," explained Chuck Oaks, Pressroom Supervisor. "SGPP spans everything from the raw materials we use in operations to our utilities consumption and carbon footprint.

While very extensive, the qualification process goes hand-in-hand with Berman Printing's leadership in the Sustainability Movement."

Berman is committed to studying and reducing the levels of Volatile Organic Compounds (VOCs) used in its processes through the use of low-VOC and vegetable-based inks. It also has virtually eliminated its Hazardous Air Pollutants (HAPs). Other areas of focus include reduction in water, natural gas, and electricity consumption as well as fuels used in distribution.

"We continue to make strides on all fronts," added Oaks. "In fact, in some areas, we have been able to exceed targets."

To learn more, call 513.421.1600 or email chucko@bermanprinting.com.



In Touch with **Steve Lopez,** President, NSO Press

On April 6, Steve Lopez became the new President of NSO Press. Spending most of his career in the print industry, Steve brings 19 years' experience in sales and production, and is known for his ability to help clients gain new value while increasing ROI in their marketing/print programs.

Mostly recently serving as VP, Sales, Western Region of Henry Wurst Inc., Lopez helped secure the company's largest client by helping it save more than \$1,500,000 in its annual spend, while uncovering new efficiencies in its production cycles. Steve also held critical positions at AB Hirschfield Press and Cenveo.

In his new role, Lopez is innovating a variety of new programs to enrich NSO's value, including its soon-to-be-launched W2P Storefront. At the same time, Lopez is working on enhancing company visibility for its long-known strengths.

"NSO Press clearly stands out for its exceptional people," said Lopez. "I'm amazed at the volume we work through the shop—never missing a delivery date. It doesn't matter if you have all the equipment in the world if you don't have talented and dedicated people running it," added Lopez. "Nothing can take the place of hard work and perseverance."

Have some suggestions on new services you'd like offered? Wish to welcome Steve on board? Drop him a line 24/7 at slopez@nsopress.com.

New W2P Storefront Offers Clients Flexibility, Customization—and Cost Savings

As clients strive to do more with less, one-stop print sourcing has become more important than ever. Web-to-print (W2P) is a key ingredient in that solution. And now, it's an affordable option for any company—regardless of its size or product listings.

Accessible 24/7, NSO Press's and Berman Printing's new W2P Storefronts leverage leading-edge EFI W2P software, along with the proven W2P expertise of CCI/CoakleyTech, to help TouchPoint clients tap the practicality, usability, and cost-efficiencies of eprint procurement—at a very quick time to market.

In addition to virtually limitless product listing possibilities, the solution enables complete portal customization, by company—or even by end customer. Plus, storefronts can offer everything from standard, catalog-type orders to one-off variable pieces—for all of which pricing and proofing can be generated immediately.

"Our storefronts improve customers' buying experience and help them better manage and

monitor their expenditures," said Bill Pearson, President, Berman Printing. "This will go a long way in reducing waste and supporting corporate 'green' initiatives."

Of special note, the storefronts have been fully integrated into the companies' XMPie workflows, enabling full-color variable digital printing on any item ordered.

Storefronts can have their own URLs, enabling companies to brand the solution as their own, or provide branded portals to their orderers.

Key Berman and NSO employees have undergone extensive training in the system's functionality and potential, enabling them to optimally craft a client's individual solution.

Launching July 1, NSO's and Berman's Storefront offerings have received numerous inquiries, and many new sites are already being developed.

For more information, contact your NSO Press or Berman Printing account representative.

Our storefronts improve customers' buying experience and help them better manage and monitor their expenditures.

— Bill Pearson
President
Berman Printing

New Additions

TouchPoint Print Solutions is proud to welcome new additions to its staff and powerhouse equipment lineup. We continue to build our team and welcome employment inquiries from qualified candidates.

CCI / COAKLEYTECH

Adam Indermuehle has come on board as an Account Executive, focusing on document management solutions for financial, retail, and manufacturing clients. **Adam can be reached via email at aidermuehle@comcom.com.**

MARY MORGAN

New Account Executive **Jason Vanderveren** has joined the team at Mary Morgan. **Jason can be reached at jvanderveren@marymorganinc.com.**

NEW EQUIPMENT & TECHNOLOGIES

CCI/CoakleyTech has recently installed a Kompac Kwik Finish offline UV/sapphire/aqueous/specialty coating and curing system. The system offers

clients a cost-effective solution to enhance their products' visual appeal and durability.

Berman Printing is redesigning its website, offering customers increased utility, along with direct access to its ftp site and forthcoming W2P portal. The site will offer a demo of its W2P functionality, along with downloadable standard die templates, and other features. The site is expected to launch sometime in August.

Recession Busters: FREE TPS Stuff and More!

TOUCHPOINT COMPANY OFFERS

Get 10% off your next 1:1 VDP order at CCI/CoakleyTech! Offer good June–July 2009 with mention of this newsletter.

Berman Printing offers free downloadable dielines for many standard projects. <http://www.bermanprinting.com/die1.htm>

FREE TOOLS ON THE WEB

<http://www.pcworld.com/downloads/file/fid,69661/description.html>

Go green! Save paper and ink by removing unwanted ads, graphics, and text before printing emails and web pages.

<http://www.getpaint.net>

This FREE, Windows-based image editing software offers support for layers, special effects, and a wide variety of useful and powerful tools and plugins.

<http://www.bannersnack.com>

Leverage "Flash"-like functionality with this FREE, easy-to-use application with templates.

<http://www.fffound.com>

Get fresh inspiration from this user-generated collection of images and illustrations.

<http://www.thedieline.com>

Inspiring examples of the world's best packaging design and latest industry trends.

http://www.apple.com/downloads/macosx/imaging_3d/repeatingmotifgenerator.html

A handy and FREE application for creating seamless repeating patterns.

<http://www.layersmagazine.com>

Use down time to brush up your skills with free Adobe Creative Suite tutorials.

http://www.apple.com/downloads/macosx/imaging_3d/thumbsup.html

Quickly create thumbnails or icons for your image or video files.

All offers are sponsored by websites listed and are subject to change without notice.



4000 W. Burnham Street
Milwaukee, WI 53215

Look inside for details about our
new W2P Storefronts!