



PRESS RELEASE

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New production equipment means higher-quality print, faster turn times, cost savings for Pii clients

BLOOMINGTON, IL, August 13, 2013 — A major investment in print production technology promises multiple benefits for customers of Progressive Impressions International (Pii).

The company recently invested nearly \$3 million to acquire new equipment that will add print capacity, improve quality and create printing efficiencies, resulting in long-term cost savings that Pii can share with clients.

Initiated in response to a customer's challenge, a unique production line featuring a Xerox **iGen 150** was launched at Pii's headquarters in June. The new iGen prints 150 pages per minute and up to 3.75 million pages per month for a variety of materials. Its color reproduction is also more accurate and more stable over time compared to similar systems.

Additional equipment in the Xerox iGen 150 production line includes a **Lasermax Roll DocuSheeter**, an on-demand roll-feed system that reduces paper costs and improves productivity on long-run print orders. Another component, the **Bourg Booklet Maker**, can stitch, fold and trim up to 5,000 booklets per hour.

The unique line is used to print, collate and stitch highly personalized calendars, self-mailers, newsletters, booklets and other marketing collateral with improved production efficiencies.

In addition to the new iGen production line, Pii is installing an **Océ ColorStream 3500**, a high-speed, continuous-feed, four-color inkjet printing system. Able to produce more than 1,700 images per minute, the equipment will complement Pii's already industry-leading digital color footprint. The printer will be operational in mid-August.

"This is truly leading-edge equipment that enhances our pre- and post-production print capabilities for our customers," said Jamie Huff, President of Pii. "We remain committed to not only exceeding our customers' expectations, but also to exploring new technologies that allow us to proactively improve services ahead of customer expectations."

About Pii:

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in insurance, financial services and healthcare. As one of the largest full-service direct marketing solutions providers, Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions

help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, Pii offers a full range of commercial and specialty printing services.

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