



January 25, 2010

Kodak NexPress M700 Digital Press Helps Farley Printing Company Deliver Value to Customers

Farley Printing Company has selected the Kodak NexPress M700 Digital Color Press in a move to expand into full color variable data applications to meet the needs of its customers across the educational, non-profit, governmental and commercial markets.

Whether producing postcards, flyers, posters, brochures or newsletters, the NexPress M700 Digital Color Press will allow Farley Printing Company to produce exactly what its customers want: image quality as vibrant as their ideas; productivity on pace with their schedules; and performance that rivals their drive to succeed. The NexPress runs at rated speed across all common papers and stitches booklets in-line. It produces excellent text and graphics, solid density, vibrant colors across a wide gamut, and high resolution for application versatility.

“We were extremely excited about the quality and versatility that the Kodak NexPress can provide,” said Joseph Farley, Jr., CFO of Farley Printing Company. “We have been looking for a press that can allow us to increase our productivity and efficiency, while maintaining superior quality to meet the needs of our customers in this growing segment of the market.”

“Adding this new Kodak digital press will expand our service offerings while maintaining the high level of quality that our customers have come to expect from us. And being able to print short runs on demand will help reduce waste, which keeps costs down for our customers and enhances our efforts to be environmentally sensitive”

With the installation of the NexPress, Farley Printing Company also added Kodak Darwin Pro VDP Software. Darwin Pro Software allows Farley Printing Company to create graphically rich, sophisticated, personalized images for high-impact VDP jobs. The company is able to produce communications that effectively grab the attention of readers when they see their names rendered on creative images and textures. Darwin Software utilizes Adobe Photoshop Software for its personalized image creation. For even more advanced effects, Darwin Software is also integrated with leading image personalization solutions.

For any questions or comments please contact:

Joseph Farley, Jr.
302.656.4466 x102
jfarley@farleyprinting.com

www.farleyprinting.com