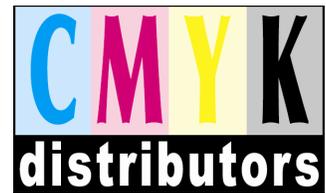


# FOR IMMEDIATE RELEASE

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## **RR Donnelley Plant in Menasha, WI Installs InkZone Instrument Flight by System Brunner: Achieves Comprehensive, Highest Level Color Control**

*Weymouth, MA- (September 5, 2013)* – CMYK Distributors, Inc., the exclusive North American distributor of Digital Information’s InkZone ink-presetting and closed-loop technology, is pleased to announce the successful installation of InkZone Instrument Flight by System Brunner at RR Donnelley in Menasha, WI (Nasdaq: RRD). The RR Donnelley printing facility in Menasha, WI is G7 certified and employs approximately 400 people. With unmatched manufacturing capabilities and the latest technology, RR Donnelley produces accurate, high-quality, color printed materials including POP printing, corporate collateral, annual reports, books, business forms, catalogues, direct mail, packaging, labels, magazines, etc.

“As an existing InkZone Ink-Presets and Closed Loop solution customer, RR Donnelley understands the value that InkZone brings to the pressroom in terms of automation, reducing waste, and increasing productivity,” said Bill Fabiano, Director of Technology, CMYK Distributors, Inc. “With the ability to monitor trends and track job history, the creation of ink key preset linearization curves based on measurement data, and a rollback feature that reverts ink key positioning, running InkZone on their sheetfed Komori 40 inch press enables RR Donnelley to realize substantially shorter makeready time and a remarkable reduction in paper waste, paired with considerably-improved color quality.”

While they were extremely satisfied with the InkZone solution, the leadership team at RR Donnelley in Menasha, WI was interested in taking comprehensive quality color control to the next level and CMYK Distributors was there to deliver the solution. CMYK Distributors introduced RR Donnelley to InkZone Instrument Flight by System Brunner for their Komori 40” press. InkZone Instrument Flight by System Brunner is the premium upgraded product solution for InkZone for color verification, process diagnosis, and quality assessment, allowing users to harness the power of the world’s leading closed-loop instrumentation with the most sophisticated technology in standardization and printing process verification.

“At RR Donnelley, we are committed to providing our customers with the highest standard of quality and unparalleled service,” said Kirk Schmidt, Technical Specialist with RR Donnelley in Menasha. “By investing in InkZone and InkZone Instrument Flight by System Brunner—technology that has breathed new life into our legacy printing equipment—RR Donnelley is realizing substantial savings in terms of time and materials on a monthly basis. InkZone Instrument Flight by System Brunner is an invaluable tool for troubleshooting the press and helping us to maintain our G7 certification.”

InkZone Instrument Flight by System Brunner brings RR Donnelley color control with the priority on color/gray balance, leading to optimal color consistency with a high level of automation. The solution safeguards print results in accordance with international standardization concepts (Globalstandard®, ISO/PSO, G7®) and rates print quality based on System Brunner’s 5-Star quality rating system. Moreover, the system permits extensive print process diagnosis in real time that enables problems with the process or materials to be recognized and resolved by RR Donnelley’s press crew at an early stage.

“With InkZone Instrument Flight by System Brunner, RR Donnelley makes great strides in taking color control to a whole new level,” said Kirk Schmidt, Technical Specialist at RR Donnelley in Menasha. “First with InkZone and now with InkZone Instrument Flight by System Brunner, RR Donnelley is poised to keep pace with the international printing industry by employing this cutting edge new technology.”

Key benefits of InkZone Instrument Flight by System Brunner include:

- Ⓟ Optimal color consistency
- Ⓟ Better harmony between human color perception and control software
- Ⓟ The most comprehensive industry standards
- Ⓟ Quality rating with the System Brunner 5-Star Score \*\*\*\*\* Ⓜ
- Ⓟ The most comprehensive printing process diagnosis
- Ⓟ Permanent training tool, optimized communication between the prepress and printing operations

For more information on InkZone or InkZone Instrument Flight by System Brunner, please visit [www.cmykdistributors.com](http://www.cmykdistributors.com) or stop by Booths 969 & 970 at Print '13.

SEE US AT Print '13!  
McCormick Place, Chicago, Illinois  
United States of America  
**September 8 – 12, 2013 / Booths 969 & 970**  
<http://www.print2013.com>

#### **About CMYK Distributors, Inc.**

CMYK Distributors, Inc., headquartered in Weymouth, MA, is the leading distributor and installer of graphics and printing products that bring automation and waste reduction technology to the industry, while conserving environmental resources. CMYK Distributors, Inc. is the exclusive distributor of Digital Information products in North America, including the renowned InkZone product line. CMYK Distributors, Inc. also has exclusive U.S. distribution rights to Filter Klear Fountain Filtration Systems by Keystone Corporation, a Met-Pro company. For more information on CMYK Distributors, Inc.'s products and services, visit [www.cmykdistributors.com](http://www.cmykdistributors.com).

#### **About Digital Information**

Digital Information was founded in 1990 in Switzerland by Michael Haenni and Christoph Bugs, both IT specialists with a background in media. Today, the company is internationally recognized in the graphics industry for the quality and ROI of its ink-presets and closed-loop technology products. In close collaboration with a growing number of partners, Digital Information develops and produces software and hardware based solutions for the graphics industry. With several thousand installed licenses, DI-Plot has become a standard name in the graphics industry. The InkZone product line, launched by Digital Information in 2001, has enabled commercial printers to integrate their existing and new presses into their digital networks. For additional information on Digital Information, visit [www.digiinfo.com](http://www.digiinfo.com).

#### **About System Brunner**

System Brunner, global leader in process control, color control, quality assurance and standardization, develops and markets system solutions for the graphics industry. For more than 30 years System Brunner has led the way in the definition of industry standards for classic printing processes, from prepress through to printing. System Brunner's competence is based on a comprehensive knowledge of the printing processes and highly developed measuring, interpretation and evaluation methods. EUROSTANDARD/GLOBALSTANDARD is the most comprehensive, internationally recognized industry standard. The reference values are integrated in all the products with INSTRUMENT FLIGHT\* technology. System Brunner partners are: QuadTech, KBA, manroland, Digital Information. For more information on System Brunner, please visit [www.systembrunner.com](http://www.systembrunner.com).

#### **About RR Donnelley**

RR Donnelley (Nasdaq:RRD) a global provider of integrated communications works collaboratively with more than 60,000 customers worldwide to develop customized communications solutions that reduce cost, increase productivity, enhance ROI and increase compliance. Drawing on a range of proprietary and commercially available digital and conventional technologies, R.R. Donnelley provides premedia, printing, logistics and business process outsourcing services to clients in virtually every private and public sector.

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