

## FOR IMMEDIATE RELEASE

For more information contact:

Mark J. Williams  
Director of Sales  
CMYK Distributors, Inc.  
973-459-0524  
[markwilliams@cmykdistributors.com](mailto:markwilliams@cmykdistributors.com)

William J. Fabiano  
Director of Technology  
CMYK Distributors, Inc.  
781-858-2792  
[billfab@cmykdistributors.com](mailto:billfab@cmykdistributors.com)



271 Essex Street  
Weymouth, MA 02188  
Sales 973.459.0524  
Tech 781.858.2792  
Fax 781.465.6455  
[www.cmykdistributors.com](http://www.cmykdistributors.com)

### **CMYK Distributors Announces Installation of Digital Information's InkZone Ink-Presets & Closed Loop Technology at Chocklett Press in Roanoke, VA**

*Weymouth, MA- (May 25, 2015)* – CMYK Distributors, Inc. today announces the installation of InkZone Ink-Presets and Closed Loop technology at Chocklett Press in Roanoke, VA. The InkZone solution was sold through FUJIFILM North America Corporation, Graphic Systems Division—a national direct sales partner of CMYK Distributors, Inc. Chocklett Press was founded in 1935 by A.L. Chocklett, Sr., who started the business in his attic with handset type and a 10" x 15" handfed press. Eighty years later, Chocklett Press has grown to become one of Virginia's leading commercial printing companies, occupying more than 60,000 square feet and employing 65 people. The business remains family-owned and is operated by its third generation of Chockletts.

Chocklett Press is a full service firm offering sheet-fed and web printing, letterpress, bindery, and fulfillment. Three important factors contributing to the success of Chocklett Press are quality, customer service, and environmental sustainability. InkZone Ink Presets and Closed Loop technology is a solution that empowers Chocklett Press to excel in all of these areas. With InkZone, Chocklett Press harnesses the power of the very best quality control solution available, along with faster, more accurate production. They are also significantly reducing their carbon footprint by decreasing paper waste.

With InkZone, the interface between prepress and press is both powerful and economical. InkZone is based on JDF technology and is fully compliant with global workflows and international standards. With InkZone, the Chocklett Press prepress department now uses InkZone DI-Plot software to send ink coverage values in the form of JDF files to InkZone Perfect for conversion to calibrated machine and print-related values for presetting the ink keys and ductor rollers. The InkZone hardware components send this data via network and in the specific format required by the press console.

"InkZone ink-presets and closed-loop technology is one of the most important, best investments we've ever made in our pressroom," said Bob Chocklett, vice-president of Chocklett Press. "The InkZone solution gives Chocklett Press a competitive edge in the marketplace, enabling our KBA 40" 6-color offset press to keep pace with the latest technology. The return on our investment was extremely fast and we saw a significant decrease in paper waste immediately upon installation. InkZone is good for our customers, good for our bottom line, and good for the environment."

The InkZone Ink-Presets and Closed Loop solution features an intuitive interface and the ability to preset minimum ink-key opening thresholds, color bar configurations that encompass the full-width of all sheet sizes, color bar patches that allow for G7 compatible data readings, and a dependable CIP3 iterative learning process. With InkZone, the data being sent to the press is highly accurate enabling Chocklett Press to achieve run-to color significantly faster and with less waste.

The InkZone solution at Chocklett Press features an X-Rite IntelliTrax spectral 40" scanner for measuring the color bar. By measuring a color bar, the collected data is sent directly into the InkZone Loop software to automate the process. This brings consistent color process control to the printed job. The X-Rite IntelliTrax comes standard with the Pantone digital library.

For more information on InkZone Ink Presets and Closed-Loop technology, please visit [www.cmykdistributors.com](http://www.cmykdistributors.com) or call Mark Williams, Director of Sales for CMYK Distributors at 973-459-0524.

**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. For more information on CMYK Distributors, Inc.'s products and services, visit [www.cmykdistributors.com](http://www.cmykdistributors.com).

**About Chocklett Press**

Since 1935, Chocklett Press has been a family-owned printer. And now their people, their knowledge and their love of printing (they dream of presses and ink, honestly) make them very friendly and intelligent printing partners for their clients. Their sales reps and staff know all the ins and outs to wringing the most out of a press sheet, while keeping costs lower than ever before. Their press crews can crank off the perfect press sheet like no one else. And the Chocklett family is working right along side them all — from management to bindery.

###