



Delivering CtP like no other

## PRESS RELEASE

Printware Contact:

Tim Murphy  
President  
Tele: 651-456-1404  
Email: [tim.murphy@printwarellc.com](mailto:tim.murphy@printwarellc.com)

### **Printware PlateStream Elite™ User Econoprint of Racine, WI Featured In *American Printer***

---

*Lowest Total Cost of Ownership Cited as Number 1 Factor in Purchase  
Flexible Format Size to Product Heidelberg GTO Plates Number 2*

**ST. PAUL, MINNESOTA – November 23, 2009** – [Printware](#), the longest-standing independent manufacturer of high quality, high performance CtP solutions, announced today that [Econoprint](#) of Racine, WI, a PlateStream Elite CtP user, will be featured in the American Quick Printer section of the November issue of [American Printer](#) magazine.

Keeping pace with technology and expanding services offerings has helped Econoprint to expand and grow their business. The most recent purchase at Econoprint was the PlateStream *Elite* CtP Solution from Printware, replacing an antiquated Heidelberg Quicksetter.

[PlateStream Elite](#)™ polyester CtP systems surpass customer expectations for cost effectiveness, flexibility and adaptability. Offering a portrait or landscape format digital platesetter with fully integrated features, the PlateStream *Elite* system allows printers to better compete by containing costs in their operations.

Platestream *Elite* CtP system meets daily production demands with:

- Affordable, quick payback, complete systems for under \$35k investment
- Flexible portrait or landscape formats (10" to 18.1" width range)
- Accurate press-ready punched plates with a standard integrated or offline punch
- 60-120 press-ready plates per hour to meet peak production requirements
- +/- 0.001" registration accuracy across four consecutive plates for the most demanding process color work
- Minimal waste with Printware's exclusive long rolls of SilverStream *Color+*™ plate material
- Workflow and job management options to meet the demands of even the busiest prepress departments

"We chose the PlateStream *Elite* for two main reasons," stated Mike Hart, General Manager of Econoprint of Racine. "The most important is the lower total cost of ownership associated with the unit. Material cost for

the PlateStream is less than for competitive units we compared. Second, the PlateStream *Elite* format allows us to produce plates for our 5-color Heidelberg GTO. Our previous CtP system was not able to produce plates this large.”

“The PlateStream *Elite* supports our customers’ needs with a low cost, quick payback solution designed to improve profitability and meet the ever changing press room requirements,” commented Tim Murphy, President of Printware.

### **New Family of PlateSetters with Industry Leading Performance**

The PlateStream *Elite* family of polyester CtP systems is based on a common design derived from Printware’s twenty-five years of manufacturing expertise. The PlateStream *Elite* family provides capabilities required by today’s production demands including:

- Portrait 13.3” systems beginning at \$25k
- Landscape (2-up) 18.1” systems beginning at \$35k
- Integrated punch option for Bacher C-2000 and Pinbar formats
- MicroPlate option eliminating all waste on small plates
- High speed output option to boost throughput by up to 4X

“Another benefit we didn’t anticipate is how the PlateStream’s inline punch has reduced our makeready time on press,” continues Hart. “The inline punching feature in the PlateStream eliminated our need for an offline punch and provides repeatable registration on press. We are seeing a reduction of at least five minutes per job plus a reduction in paper stock required for makeready as a result of the inline punching. Econoprint produces more than 300 plates per month on the PlateStream *Elite*.

Printware products are available directly from Printware or their authorized dealers. For more information about Printware visit [www.printwarellc.com](http://www.printwarellc.com), call 800-456-1400, Extension 404 or 651-456-1404 or email us at [info@printwarellc.com](mailto:info@printwarellc.com).

-30-

### **About Printware**

Printware engineers, manufactures and markets the world’s most highly used polyester computer-to-plate platesetters that produce cut-to-size, punched and press-ready printing plates primarily for commercial printers and small format print manufacturers. Printware also offers its customers complete workflow solutions, equipment service, technical support and a full line of platesetters and plate materials sold under its PlateStream®, and SilverStream® brands. Printware, LLC is a member of the Vanguard Graphics International group of companies. For more information about Printware, visit [www.printwarellc.com](http://www.printwarellc.com).

### **Note to Editors:**

If you need photos to accompany this release contact Bill Owens at [bill.owens@printwarellc.com](mailto:bill.owens@printwarellc.com).

To update contact information or request removal from our editorial mailing list, send an email to [bill.owens@printwarellc.com](mailto:bill.owens@printwarellc.com).

Copyrights are the property of their respective owners.