

P R E S S R E L E A S E

Anderson/LA installs new Heidelberg Speedmaster CX 102 6 + LX UV

New technology underscores Consolidated Graphics' commitment to retail graphics

Kennesaw, GA, and Los Angeles, CA, August XX, 2013 – Anderson/LA, Los Angeles, has recently installed a new Heidelberg Speedmaster CX 102 6 + LX UV press. The state-of-the-art 6-color model features Prinect Axis Control for closed loop in-line color measurement and control, which ensures spectral data measurement and exact color reproductions throughout every print run. A Plastic Kit was added throughout the press, which enables printing on diverse substrates such as plastic, synthetic, static-cling and magnetic materials.

“The installation of this new Heidelberg CX 102 Speedmaster is further evidence of our commitment to meet the increasing demand by our retail and restaurant clients for a wider variety of in-store graphics, point-of-purchase applications and related printed materials, with increased flexibility, improved quality and shortened turn times,” said Luke Westlake, President of Anderson/LA.

This machine is equipped with the latest automation and integration from Heidelberg and is the first fully-automated Heidelberg CX 102 Speedmaster installed on the West Coast. The installation includes Heidelberg's Prinect Press Center Console with Intellistart – a PIA/GATF Intertech award winning technology – which permits systematic change over sequences to be determined automatically during live job production, enabling extremely fast make-readies by automated presetting capabilities.

The installation also results in an environmentally-friendly reduced waste factor, by equipping the press with Water Cooled Peripherals, reducing the overall heat being transmitted into the pressroom. Additionally, with Instant Start UV and Smart Guard Technology, power is saved during automatic wash-ups or press checks. To serve the market requirements of quick turnaround times with the highest quality while adding a unique value to each piece printed, the Anderson/LA installation also included the latest UV technology from IST, Heidelberg's sole partner for UV technology. The 500 watts per inch in each lamp allow the ability to print a full range of products at speeds up to 16,500 Impressions an hour.

The press is supported by Heidelberg's world class Systemservice 36 Plus service and performance program; this insures that peak performance results are realized on a sustained basis throughout the day to day production demands.

About Anderson/LA

Founded in 1956 originally as Anderson Printing, Anderson/LA began as a small print shop in Hollywood, CA. Expanding over the years, Anderson/LA has occupied several locations in the Los Angeles area, finally moving to its current, state-of-the-art facility in 2007. For more than 53 years, Anderson/LA has served a variety of industries, including restaurant, retail, entertainment, automotive, financial, advertising, and design. Anderson/LA continues to anticipate its clients' needs, offering services, products, and solutions geared toward the constantly changing arenas of marketing and communications.

About Heidelberg

Heidelberg is the world-wide leading provider of solutions and services for the printing industry. The company's core business covers the entire production process of sheetfed offset as well as digital printing solutions, package printing, consumables, service, consulting and training.

Media contacts:

Mark Wendling
Director, Marketing Communications
Heidelberg USA
(678) 354-8115
mark.wendling@heidelberg.com