

FOR IMMEDIATE RELEASE  
April 18, 2008

CONTACT: Pat Goodwin  
952-924-1081

**JAPS-OLSON COMPANY EXPANDS IMAGING  
CAPABILITY ACROSS FOUR PLATFORMS WITH KODAK  
VERSAMARK HIGH-SPEED INKJET PRINTING SYSTEMS**

Minneapolis – Japs-Olson Company has expanded its in-line print and imaging capability with the addition of another high-speed inkjet printing system from Kodak Versamark at its commercial printing and direct mail facility in Minneapolis. The systems support a wide range of variable simplex and duplex applications.

“This is the fourth Versamark imaging system we have installed over the last two years,” said Japs-Olson CEO Mike Beddor. “We are responding to both client demand and changes in the marketplace. Our clients are requesting high volume, one-to-one communication and this equipment enables us to have this capability.”

With a print resolution of 300dpi, each system is designed to be an alternative to lasering for large quantity, personalized jobs in excess of over 500,000 pieces. The system uses proprietary continuous inkjet technology based on water-soluble inks, resulting in fast and reliable throughput.

“Clients really like the efficiency and quality of the production,” said Beddor. “Before the Versamark system came along, people shied away from high volume print personalization because it did not have high laser quality. But 300 dpi has done a tremendous amount of head turning with the quality of the imaging. Until we had this equipment, we didn’t have this type of capability and now we have it across four platforms.”

Japs-Olson was one of the first companies in the country to install the Kodak Versamark system, which is used to personalize media inserts and direct mailers. Each fully integrated digital printing system is composed of 9-inch print heads that can be positioned for up to 36 inches of image area on a variety of paper stocks.

**About Japs-Olson Company**

Japs-Olson Company, founded in 1907, has been able to remain at the forefront of the industry because of its highly skilled employees and its acquisition of state-of-the-art equipment. Based in Minneapolis, Japs-Olson ranks as one of the country’s 10 largest commercial printing and direct mail production firms. The company also has an on-site post office. For more information, visit the web site at [www.japsolson.com](http://www.japsolson.com) or call 800-548-2897.

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