



JAPS-OLSON COMPANY

Installs Kodak Versamark Imaging Systems To Expand Personalization Capabilities



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Minneapolis – Japs-Olson Company, one of the country's 10 largest commercial printing and direct mail production firms, has installed new Kodak Versamark imaging systems to further expand its personalization capabilities. The stand alone systems are capable of high speed imaging and folding personalized letters and other applications in one pass.

Japs-Olson's personalization capability now includes offline ink jet addressing, laser personalization roll-to-roll and cut sheet.

"We installed our first Kodak Versamark system in 2006 and we were one of the first companies in the country to use their 300dpi platform," said Japs-Olson CEO Mike Beddor. "Since that time, we've continued to invest in the technology and versatility the system offers in an effort to meet our clients' needs for low-cost production and faster turn times."

With a print resolution of 300dpi, each system is designed to be an alternative to traditional lasering for medium and large quantity direct mail pieces. The system uses continuous inkjets based on water-soluble inks, resulting in faster throughput with the same quality as laser. The Kodak Versamark technology works on a wide variety of paper stocks readily available in the marketplace.

"With Versamark 300dpi imaging on the burst trim and fold finishing lines, we have the flexibility to personalize work while it's being folded," said Beddor. "Overall, we have greatly expanded our personalization capabilities to meet virtually every need in the market."

About Japs-Olson Company

Japs-Olson Company, founded in 1907, has been at the forefront of the commercial printing and direct mail production industry for over 100 years. Based in Minneapolis, it is one of the 10 largest commercial printing and direct mail production firms in the country thanks to its highly skilled work force and ongoing investment in equipment and technology. Japs-Olson is a charter member of the PIM Great Printer Environmental Initiative and holds the Forest Stewardship Council (FSC) Certification. For more information, visit the web site at www.japsolson.com or call **800-548-2897**.

