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LP DIGITAL OPENS ITS DOORS FOR BUSINESS

Takes Variable Printing to New Levels of Effectiveness with Xerox iGen3® Digital Production Press

New York, NY . . . Craig Sheer, co-founder of Litho Partners with Ken Lerman, is proud to announce that their company, a commercial printer offering traditional offset printing for the past 20-plus years, has launched a new digital printing company—LP Digital, Inc. The two partners decided to split their efforts: while Ken continues to focus on fulfilling client needs in offset printing, Craig will devote his attentions to providing the finest quality digital printing available, along with a knowledge / teaching center intended on demonstrating to both new and existing customers how to start using variable data printing—and all the benefits that go with it. To that end, the company has constructed a robust, state-of-the-art facility in downtown Manhattan to house its first digital system: a Xerox Corporation iGen3® Digital Production Press.

Craig's commitment to helping his clients grow their businesses led him to the decision, unusual among traditional printers, to expand into the digital world. His many years of experience in lithography and color separations, coupled with his background in engineering, have made Craig an extremely knowledgeable and astute printer, perfectly poised to utilize new technologies introduced to the marketplace.

Commenting on the launch, Craig pointed out that by using the right technology, workflow and business partners, they could significantly increase their clients' return on investment. "We waited more than three years for the digital press we wanted, in order to satisfy the many demands of our customers—color image quality, speed, reliability, large paper sizes, and the ability to handle large quantities of personalization," Craig said. "The Xerox iGen3 meets all these criteria."

Featuring Pantone Certified Color Library for four-color printing, the iGen3 has a 50 percent faster press speed than its competitors, and is compatible with the best variable data software available. Web-to-print applications and sophisticated, personalized communications based on customer-supplied information function with smart templates to achieve total design integrity. Clients have access to a brand-controlled publishing portal that allows them to customize and localize their collateral and campaigns—from their own offices. Database-driven individualizing allows for unlimited marketing applications. Yet brand identity standards are rigorously maintained.

Craig said that LP Digital will focus on personalization so that content, images and graphics can be customized on each document, enabling clients to bring in new customers and enhancing business with existing ones. “Variable Printing will allow LP Digital to dramatically improve customer response rates, which means they’re sure to build business and improve profits,” Craig said, adding that one customer has already experienced a phenomenal 82 percent response rate.

"It’s just plain cool to be part of this revolution,” Craig laughed.

LP Digital, Inc. is a New York City-based digital printing company offering wire-o binding, match-mailings, hand assembly, and in-house finishing, including die cutting, foil stamping, embossing, laminating and shrink-wrapping. Personalized, customized communications available from LP Digital give companies a competitive advantage by enabling them to get their message to market faster and sell more effectively. Launched in 2005, LP Digital embraces the latest digital print technologies to create a communication partnership with companies large and small.

For more information on Craig Sheer and the launch of LP Digital, Inc., contact Katerina Caterisano, Public Relations Director, Network Design and Communications; phone: 212/431-4675; fax: 212/431-5786; email: Kat@networknyc.com.

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