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CONTACT:

Tony Hoholik, VP Sales & Marketing

The John Roberts Company

(763) 754-4330

thoholik@johnroberts.com

JOHN ROBERTS INSTALLS TEN-COLOR HEIDELBERG SHEETFED PRESS

State-of-the-art Perfecting Press Adds to Highly-Automated Pressroom at Minneapolis Printer



The new Heidelberg 10-color sheetfed press at The John Roberts Company.

Minneapolis, MN - The John Roberts Company, a full-service web, sheetfed and digital printing company located here, has just completed installation of a Heidelberg Speedmaster SM102 ten-color perfecting press. The new Heidelberg is the company's sixth sheetfed press, and replaces a six-color Heidelberg press.

The Speedmaster 102 includes many automation and quality control features that allow John Roberts pressmen to achieve accurate color quickly and with minimal makeready. Highlights include CIP4 compatibility, which allows the press to receive setup instructions directly from prepress; CP2000 PresetLink console for fast makereadies; and a closed-loop spectrophotometer for optimum image control. The press also features a CutStar variable-cutoff roll-to-sheet system. The CutStar allows custom-size sheets to be cut from paper rolls based on the printed image area, which helps reduce paper waste and cost and increase turnaround times.

The ten-color perfecting press allows four colors to be printed on both sides of the sheet inline, with units five and ten dedicated to inline coating. The Speedmaster 102 is also among the fastest sheetfed presses available, with speeds of up to 13,000 sheets per hour in "straight" mode (one-sided printing only) and 12,000 sheets per hour in perfecting mode.

"The Speedmaster SM102 is perhaps the most advanced sheetfed press available," says Keith Kuebelbeck, sheetfed pressroom manager for John Roberts. "The level of automation, from prepress all the way through delivery, will further reduce our already-rapid turnaround times."

In conjunction with the installation of the Speedmaster 102, John Roberts has also recently installed two Heidelberg Stitchmaster saddle-stitching lines. These machines greatly expand the company's saddle-stitching capacity, allowing for increased turnaround times on high-volume booklet and direct mail projects.

According to Michael Keene, President of John Roberts, the installation of the ten-color Speedmaster sheetfed press and Stitchmaster saddle-stitching lines represents a significant investment in not only the company's services, but in the growth of its customers.

"Our new and existing customers will appreciate the increase in format possibilities and scheduling flexibility that these installations represent," said Keene. "We are very optimistic about the continued growth of our customers, and we want to be a part of it.

"The John Roberts Company will continue to be a leader in technological advances that help our customers create the products that help them win new business."

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About The John Roberts Company: *The John Roberts Company is a commercial printing company located in Minneapolis, MN. The company specializes in high-quality sheetfed, web offset and digital printing, as well as a complete in-house bindery, high-speed inkjetting and mailing, and more. Tony Hoholik, Vice President of Sales and Marketing, can be reached at (763) 754-4330, or thoholik@johnroberts.com.*