



NetPub Offers Customers a Digital Future.

When a customer submitted a printing order for 350 customized chemistry textbooks with full-color covers, using information from various sources, NetPub Corporation didn't flinch. NetPub remained calm not only when the customer said they were on a tight budget, but even when the client said they needed the job completed within three days.

Such a request may have been unrealistic using a conventional offset press. However, with the combined forces of the IBM® InfoPrint™ 4000 and the IBM InfoColor™ 70, NetPub handled it with ease.

Short Runs and Custom Documents

NetPub, an on-demand, custom-manufacturing facility based in Poughkeepsie, New York, is no stranger to IBM printing innovations. They have been using an IBM InfoPrint 4000 since April 1996 to custom print black-

and-white documents. The company selected the InfoPrint 4000, a 600-dpi, 464 impressions-per-minute digital printer, for its speed and paper stock flexibility, according to Bill Grogg, president of NetPub. Grogg prints highly specialized documents, such as software manuals, parts manuals, training materials and textbooks on the system. He says that most of these job runs are smaller than 850 and therefore more cost-effective using digital output than offset printing. Highly positive customer response to the InfoPrint 4000's quality and features led to an increased number of job orders. To keep up with the demand, less than a year after installing their first InfoPrint 4000, NetPub installed a second.

"We now print jobs that cannot be done cost-effectively using offset printing."

Bill Grogg, President, NetPub Corporation

Application Offset-quality, 4/color digital printing and 600-dpi black-and-white printing

Software IBM InfoPrint Manager

Hardware IBM InfoColor 70 and IBM InfoPrint 4000

Services Maintenance and Support

Before NetPub acquired the InfoColor 70, the color printing process was less cost-effective and more time-consuming. When customers asked for color covers and images to liven the pages in their documents, NetPub had to use an offset press to print color pages, which meant printing small jobs in large quantities. For instance, the company printed 1,500 images, even if only 500 were needed. Along with the additional cost incurred, the color documents took up to fourteen days to produce.

Better Options

NetPub decided to offer color digital printing so that customers could afford four-color pages in the true quantity and time frame they needed.

In late 1996, NetPub installed an IBM InfoColor 70, a full color digital printer that outputs 70 impressions per minute at offset quality. Now the company can print documents directly from digital input, as well as customize text, images and graphics on individual materials. "We now print jobs that cannot be done cost-effectively using offset printing," Grogg said. Grogg believes the

The IBM InfoPrint 4000 is ideal for NetPub's short-run, custom documents.



addition of the InfoColor 70 is a key element of his company's future success. "We're printing customized textbooks, financial and marketing materials — jobs that, for us, would have previously been unrealistic from a cost or operations standpoint."

“What could be more convincing than a side-by-side comparison of their previously printed work and the output from an InfoColor 70?”

Bill Grogg, President, NetPub Corporation

The ability to utilize custom paper weights was a key factor in Grogg's decision to buy the IBM InfoPrint 4000 and the IBM InfoColor 70. In addition, as web-fed presses, both printers offer the ability to print documents of variable sizes and paper stocks.

The Wave of the Future

With their two IBM InfoPrint 4000s and an IBM InfoColor 70, NetPub has expanded into several new markets, such as educational institutions. NetPub has the ability to print custom textbooks and lab manuals, as well as incorporate variable images and text chosen by each professor. The company is currently

customizing textbooks for a computer science course at Michigan State University that includes core content and variable information based on individual students' majors. The full-color covers are printed on the InfoColor 70, while the text is printed on the InfoPrint 4000.

According to Grogg, the ability to offer digital color printing services will become a prerequisite for success in print shops of all sizes. "Migrating to digital color printing involves educating potential customers and showing them what they can achieve," he said. "Customers are sending us samples that they have printed on offset, we print them on the InfoColor 70 and we ask the customer to be the judge. What could be more convincing than a side-by-side comparison of their previously printed work and the output from an InfoColor 70?"

Within one year, NetPub plans to enhance its services to include the printing of personalized benefits manuals for 401k plans and insurance policies. All the information in such documents is variable data, except for the company logo, terms and conditions. NetPub is working with benefits consultants and human resources consultants to ensure an effective and smooth process for their customers. For NetPub, it's all part of planning for the future by building on the technologies of today.

For more information please contact

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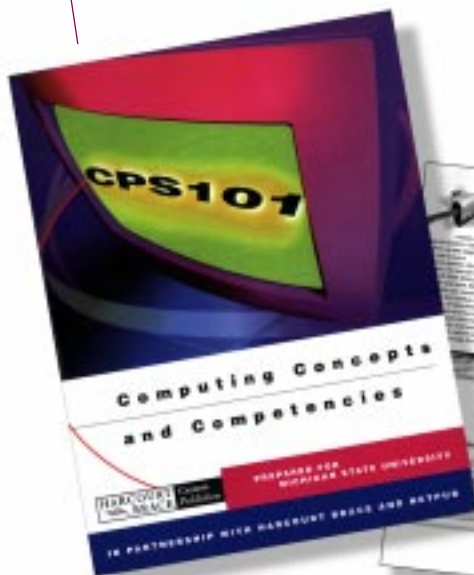
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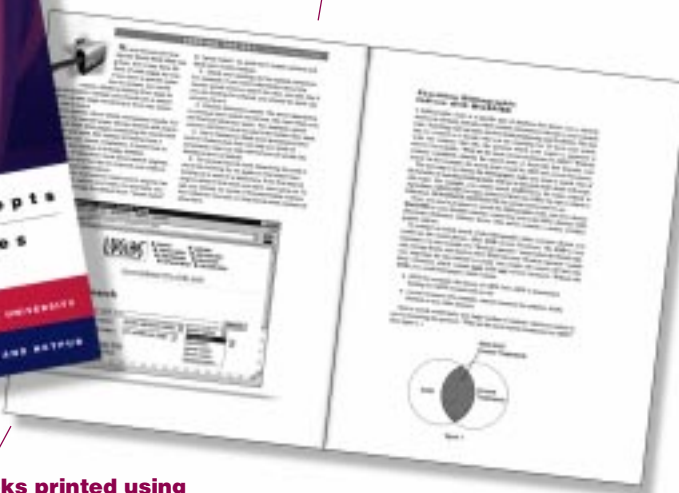
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