

**FOR IMMEDIATE RELEASE:**



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**RODGERS AND MCDONALD SWITCH TO SOUTHERN LITHOPLATE INC.  
THERMAL PLATES.**

**Carson, California, January 30, 2009**– Rodgers and McDonald has converted to the use of Southern Lithoplate Inc., Cobra®830 and Viper®830 thermal plates for their diversified printing operation. In order to facilitate the conversion, Rodgers & McDonald have installed two in-line Proteck 105 plate processors in with their existing plate-setters.

Desmond Regan, Prepress manager stated “we will achieve significantly lower operating costs by switching to Southern Lithoplate thermal plates. We have been pleased with the longevity of these plates, and we have been able to run greater than 300,000 impressions on our cold set press, and more than 500,000 impressions on our heat set press, both with excellent print quality”.

Steve Mattingly, Vice President of Sales and Marketing for Southern Lithoplate stated that “Rodgers & McDonald represents another outstanding example of a client taking advantage of the combination of quality and value delivered by our plates. These attributes are more important than ever in the difficult economic circumstances that exist today”

**About Southern Lithoplate, Inc., ([www.slp.com](http://www.slp.com)).**

Southern Lithoplate Inc., headquartered in North Carolina, specializes in the manufacture, distribution, and service of analog and digital plates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value

and Performance throughout the world. Southern Lithoplate provides customers with a full array of high quality, value priced products. Southern Lithoplate's service infra

structure is designed to exceed the needs of their customer markets. Our state-of-the art manufacturing facilities are located in Jackson Tennessee, and near the world renowned Research Triangle Park in North Carolina, USA.

**About Rodgers & McDonald ([www.rmgraphics.com](http://www.rmgraphics.com))**

Rodgers & McDonald is a fourth generation, family owned and operated company that has been serving the graphic arts market in Los Angeles and the Western United States since 1926. The Company prints newspapers such as the biweekly Long Beach Business Journal (circulation 35,000), the Los Angeles Business Journal, trade show dailies, magazines, catalogs, direct mail pieces, and more. The Company is equipped with both heat set and open web printing equipment

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