



**FOR IMMEDIATE RELEASE**

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**Southern Lithoplate and X-Rite Partnering to Provide Quality Color Management  
Solutions for Newspapers**

WAKE FOREST N.C. — Southern Lithoplate, Inc., a leading manufacturer of digital printing plates and associated solutions, drives innovation in the newspaper industry through its Strategic Alliance partnerships. The Southern Lithoplate Strategic Alliance gives customers a full spectrum of technologies designed to streamline production processes, improve print quality and cut costs. To satisfy the growing demands for new print opportunities newspaper publishers seek with added value for advertisers and print buyers, Southern Lithoplate recently announced at the Southern Newspaper Publishers Association's 2012 News Industry Summit in Naples, Fla., a partnership agreement with X-Rite, Incorporated, the leader in color communication.

X-Rite is the recognized leader in color management, measurement and communication technologies. Adding X-Rite color solutions for premedia and pressrooms in an integrated production chain will help coldset web printers achieve their color reproduction goals on newspaper and commercial projects while lowering operating expenses.

“Southern Lithoplate is a strong proponent of author Robert B. Tucker’s dictum ‘Innovation is Everybody’s Business,’ ” said Steven Mattingly, Senior Vice President of Sales and Marketing at Southern Lithoplate. “Southern Lithoplate and X-Rite are committed to providing innovative solutions for the news market that deliver cost savings, quality improvement, enhanced color management and increased print advertising on behalf of our mutual customer partners.”

The Southern Lithoplate Strategic Alliance offers North American newspapers excellent and efficient printing solutions built around best-in-class CtP plates, platesetters and workflow management systems.

“We are pleased to establish this partnership with Southern Lithoplate as a supplier of leading newspaper equipment,” said Stephen Miller, Market Manager, Print and Packaging Solutions. “Southern Lithoplate understands the challenges inside newspaper operations and how to help them be more cost-effective using their existing machinery while reducing their costs and increasing throughput. Higher accuracy of color means newspapers can better meet their brand and advertisers’ needs. Southern Lithoplate has created an easy-to-implement solution that addresses the unique needs of newspapers.”

Southern Lithoplate’s leadership in both thermal and violet plate technologies supports whatever imaging method customers choose. Viper 830® thermal plates and Replica™ HSV violet plates enable commercial quality at newspaper prices. The turnkey thermal CtP solution includes newspaper plate imaging technology from Screen USA, and the violet solution consists of ECRM’s complete line of newspaper platesetters. Presteligen software ensures fast and accurate prepress production for both thermal and violet platforms.

“Southern Lithoplate is always working to see its customers become more efficient and profitable,” said Bob Behringer, President and CEO of Presteligen. “Our individual components are the best solutions available. Combining the CtP and workflow offerings with X-Rite’s expert color management will allow newspapers to attract more color-critical commercial projects.”

For more information about SLP's Strategic Alliance partnerships for the newspaper industry, contact (800) 638-7990 or visit [www.slp.com](http://www.slp.com) or [www.xrite.com](http://www.xrite.com).

#### **About X-Rite**

X-Rite, Incorporated is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit [www.xrite.com](http://www.xrite.com).

#### **About Southern Lithoplate, Inc.**

Southern Lithoplate ([www.slp.com](http://www.slp.com)), headquartered in North Carolina, specializes in the manufacture, distribution and service of digital plates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value and Performance throughout the world. Southern Lithoplate and its *Strategic Alliance partners* provide customers with a full array of high-quality, value-driven solutions. Southern Lithoplate's service infrastructure is designed to exceed the needs of the company's customer markets. State-of-the-art manufacturing facilities are located in Jackson, TN, Grand Rapids, MI, and near the world-renowned Research Triangle Park in North Carolina.

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