



**SandyAlexander**

200 Entin Road  
Clifton, NJ 07014  
973-470-8100 973-470-9269 (fax)  
[www.sandyinc.com](http://www.sandyinc.com)

## **Press Release**

For More Information, Call:  
Jonathan Fogel, Senior Vice President  
jfogel@sandyinc.com

For Release: June 16, 2004

### ***Sandy Alexander Announces Purchase of Three New Heidelberg Presses***

Sandy Alexander, Inc., the largest independently owned high-end commercial printing company in the country, has announced an agreement with Heidelberg for the purchase of two new 8-color sheet fed presses, including the revolutionary XL 105, and a new M-600 7-color web press. Both sheet fed presses will be installed at the Clifton, NJ headquarters and the web will be installed at the company's in-line finishing facility (Modern Graphic Arts) in St. Petersburg, FL.

According to Sandy Alexander president and chief executive officer Roy Grossman, "Sandy Alexander has long maintained a leadership position in the most demanding segments of the commercial market, including automotive, cosmetic and fashion, annual report and corporate communication, and advertising. Importantly, the new 8 color sheet presses will be critical to maintaining our leadership in these markets." Grossman further stated, "We are extremely proud that we are able to add three new presses as a result of the company's success over the past several years, and that we are even better positioned to provide our customers with more opportunities for achieving their communication objectives than any other print resource."

"Always on the forefront of technological advancements, Sandy Alexander has catapulted itself into a completely new realm with its agreement to purchase the new Speedmaster XL 105," said Steen Jensen, Heidelberg USA senior vice president. "The Speedmaster XL 105 made its debut at the recently completed Drupa 2004 industry trade show, and sets new standards for productivity, quality and cost efficiency, all of which will help make Sandy Alexander an even more formidable competitor in today's print market." The second sheet fed press purchased is the completely redesigned CD 102.

In discussing the web installation, Grossman added, "We are particularly excited by the opportunity we have with the seven-color M-600 web installation in Florida. To date, direct mail advertisers who require in-line web finishing capabilities have been mostly limited to six colors. With the combination of the M-600's high quality and a seventh color, our MGA facility is well-positioned to give the customer more creative options than any other in-line finishing operation." In addition to complete in-line finishing capabilities, Sandy Alexander's MGA facility is one of very few commercial printing companies that can also provide in-line inkjet imaging on a web press.

"The gains in efficiency and productivity that we will be able to achieve from these three new Heidelberg presses will allow us to increase our overall capacity while eliminating one press," said Vincent Pinzone, senior vice president and general manager of Sandy Alexander. "In today's very competitive market, the ability to reduce our overhead while simultaneously increasing the level of service we can provide to our clients is critical to our success."