

## Sandy Alexander invests in future with manroland DirectDrive sheetfed presses

Leading print communications provider to add unique sheetfed technology to graphic solutions portfolio

Many Fortune 500 companies have partnered with Sandy Alexander for years leveraging their industry leading expertise in color and detail in industries such as cosmetic, pharmaceutical, automotive providing advertising and corporate communications. Sandy Alexander's portfolio of print solutions includes One-to-One Marketing, Variable Data Printing, and specialty labels. The production operation features a broad range of technologies with multiple sheetfed and full web presses with in-line finishing, digital presses and inkjet imaging.

With Sandy Alexander's sheetfed operation running at nearly full capacity, it explored ways to increase capacity, enhance quality and increase productivity. After an extensive examination of the sheetfed marketplace, Vincent Pinzone, Executive VP, Chief Technology Officer and Mike Graff, President & CEO determined that, "the manroland 700 DirectDrive with six colors and an aqueous coater, along with a suite of color control features would best meet our color and productivity needs and provide us with one of the most advanced presses in the Western Hemisphere".

Vince Lapinski, CEO of manroland North America said, "Sandy Alexander and manroland have enjoyed a long relationship on the web side with our Rotoman web presses and we now look forward to building on this foundation for continued growth. We are proud to have the first DirectDrive press in the Americas that is equipped with In-Line Color Pilot and System Brunner Instrument Flight at this flagship location."

The two systems are highly integrated to accurately measure color on a printed piece, process the measured color against gray balance targets and send any necessary adjustments to all units on the press simultaneously. Vincent Pinzone said, "The DirectDrive is a logical step in the evolution of our technology since Sandy Alexander has been the leader in development of color control via gray balance for decades."

The manroland R700 DirectDrive press achieves the fastest makereadies in its class while simultaneously changing plates, providing Sandy Alexander with increased capacity and improved efficiency. The press also allows electronic on-the-fly print length adjustments, for additional time savings.

Michael Mugavero, V.P. Sheetfed Sales commented, "Sandy Alexander has long been recognized as one of the premier printers in North

### manroland Inc is a division of

**manroland AG**, the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs 8,000 people and has annual sales of some Euro 1,7 billion with an export share of almost 80% (2008). Webfed and sheetfed presses provide solutions for publishing, commercial and packaging printing.

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Photos can be downloaded from  
[www.manroland.com](http://www.manroland.com) in the category  
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America. They have been able to focus on their customers while also improving internal efficiency and quality assurance via technology. Sandy Alexander expects that the manroland DirectDrive will continue to contribute to this success and they also have an option on a second manroland DirectDrive press which will feature additional value-added components”.