

For Immediate Release

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## **Conlin's Digital Print & Copy Center Invests in Xerox Color and Black & White Technology; Expands Revenue Streams**

KING OF PRUSSIA, Pa. and ROCHESTER, N.Y., Aug, 12, 2010 – Conlin's Digital Print & Copy Center is among the first in its area to install [Xerox Corporation's](#) (NYSE: XRX) new [Color 1000 Press](#). To further strengthen its operations Conlin's also added two [Xerox Nuvera® 144 EA Production Systems](#) and takes full advantage of workflow solutions offered through Xerox.

"Successful businesses rely on emerging technology and marketing trends," said Bill Conlin, president, Conlin's Digital Print & Copy Center. "This investment in Xerox equipment distinguishes our printing capabilities from the competition – we meet our customer's deadlines, not make them."

With the Color 1000 Press' clear dry ink, Conlin's expects to generate new market opportunities by offering highlighted images and text for short-run magazines and promotional marketing materials. The company will use the press and [XMPie's UDirect® Classic](#) software along with [Xerox's FreeFlow® Variable Information Suite](#) software to fulfill customers' requests for personalized and variable-data printed pieces.

The Xerox Nuvera 144 EA will expand the quality and types of applications the company offers, which ranges from direct mail and training materials to digital book publishing. Conlin's will turn booklet jobs quicker with the Nuvera 144 EA and Xerox's SquareFold® BookletMaker, which minimizes production set-up and run time.

Conlin's expects additional efficiencies with Xerox's [FreeFlow Digital Workflow Collection](#). "It has helped meet the shorter turnaround time that our customers are demanding while giving them the best image quality available," said Conlin.

For example, [FreeFlow Makeready®](#) allows Conlin's to print jobs easily and accommodate late-stage editing to handle last-minute customer requests. FreeFlow Print Servers optimize color and black-and-white digital printers and are able to efficiently process and print.

Family owned and operated, Conlin's has utilized Xerox technology since its inception in 1980 when the company purchased the Xerox 6500. Today the shop includes two [Xerox iGen4® presses](#), five [Xerox Nuvera® systems](#), a [Xerox 700 Digital Color Press](#), a [Xerox DocuColor® 5000 Digital Press](#), a [Xerox DocuColor 250 Digital Color Copier/Printer](#), a [Xerox 4110®](#) and a [Xerox 4127® Copier/Printer](#).

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**Customer Contact:**

For more information about Conlin's Digital Print & Copy, visit <http://www.conlinscopy.com>.

To learn more about XMPie's entire line of solutions for variable data, cross-media and Web-to-print, visit <http://www.xmpie.com>.

For more information about Xerox production systems and services, visit <http://www.xerox.com/tr/products> or call 800-ASK-XEROX.

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