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# New Tech Trends

## Distance Printing: *Two Easy Solutions*

Attn: Marketing/Advertising

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high performance advertising and public relations

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### Direct To Plate

*If you're displaying at events or simply want an alternative to high dollar, four-color, short-run printing, this may be just what you need to tune up your corporate communications. By condensing your deadline to a few days, or even hours, of publication, last minute updates, changes, and alterations can be integrated without penalty. This translates into added sales, money saved, and improved marketing effort. Right now, there are several different flavors of technology available — and they're not all equal. Here's info about one company that delivers as advertised, from a satisfied customer's point-of-view.*

### Sources:

direct-to-plate printing  
SGP Graphics, Inc.  
Indianapolis, IN 46268  
(317)876-3355  
fax 876-3398

Acrobat Reader (free)  
Adobe Systems, Inc.  
[www.adobe.com](http://www.adobe.com)

*Siebenthaler Creative Services provides high performance marketing, advertising, and public relations for the V-twin industry. Contact by calling (813)397-5087, or e-mail [siebenthaler@compuserve.com](mailto:siebenthaler@compuserve.com).*

(ST. PETERSBURG, FL) Going to Dealer Expo's Indy inaugural without promotional material would be like John Elway showing up at a Super Bowl without a football. A cli-



*Typical use for direct-to-plate printing ...small quantities and tight deadlines.*

ent needed a fast, four-color price and product pamphlet, and a local printer had installed a direct-to-plate system. Problem solved.

### Fast, Efficient, Economical

Offering cost-effective color printing without the expense and time required by conventional lithography, direct-to-plate is perfect for short runs. And turnaround can literally be hours. This job would print while we were on the plane, FedEx'd for Saturday delivery. Good.

The day before we left, my print rep called. "Our press is broken." This is how it sounded. "A 40-mile wide asteroid will hit your house in fifteen minutes. You have time for a shower. Make it fast."

With the help of Indy's convention bureau and a local contact, I found the only printer in Indiana who could salvage this mess — SPG Graphics, a full service commercial printer with a let's get it on attitude and personnel to match.

### Modem-Bada Mac Attack

Working with systems manager Mike O'Keefe, I modem'd a PageMaker file Thursday night, which was printed while we were enroute the next morning. Immediately after hotel check-in, my first call was to SPG.

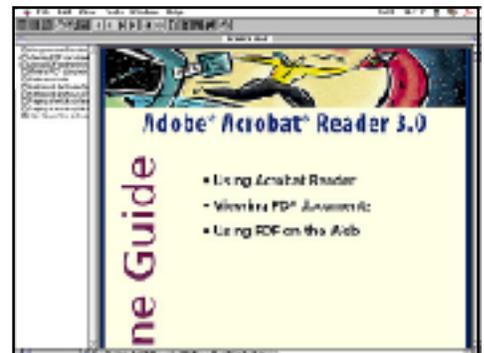
The job ran perfectly, and after drying, the night crew would fold it first thing Saturday.

Account exec Randy Albertson met me at nine in the Radisson lobby, as promised, to deliver a perfectly produced pamphlet that just 36 hours and four states away seemed a lost cause. Fifteen minutes later, it was handed to the client.

This is one hard working crew. They're competitive, they definitely understand desktop digital, and they really get behind customer service. Before lugging all that show material to Indy next year, you might consider having it printed locally.

### It's Free! It's Fun! It's Acrobat!

Not using Adobe Acrobat Reader (currently v. 3x)? Why not? Now bundled with many applications and shipping with some systems, Reader's free, is used for viewing and



*Acrobat Reader allows viewing and printing graphically complex documents, without the original application.*

printing complex files as they were originally created...complete with photos, artwork, formatting, etc.

In wide use by the federal government, universities, and corporations, Acrobat installs quickly without extensive setup. The learning curve's about 30-seconds.

On Macs, it's similar to Simple Text ... a bare bones app for easy use. (Yes, it works across platforms.) I e-mail ad layouts as Acrobat PDF's (Portable Document Format) for proofing and approval...a big improvement over fax, cheaper (a bunch!) and faster than overnighting hard copies.