

**FOR IMMEDIATE RELEASE:**

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**Colortech Inc. Introduces Their New Hewlett-Packard Indigo 5000 Press.**

**Lebanon, PA May 14, 2007** - Colortech Inc. has recently added a new HP Indigo Digital Press to their production line. This new press will allow Colortech to assist their customers when they require something printed “just in time” and it will also help to keep costs down. The press has near offset quality with digital flexibility.

The market today requires faster turnarounds, smaller runs and versioned pieces – and it all has to be done cost-effectively. The HP Indigo 5000 allows Colortech Inc. to satisfy all of these requests and partner with their customers to make the most of their budgets and ensure long-term business success.

The speed of this press can meet almost all schedules and deadlines: 4,000 4-color 8.5x11” images per hour (two up); 8,000 2-color or 1-color 8.5x11” images per hour (two up); and 16,000 full monochrome 8.5x11” images per hour (two up). It has the ability to print CMYK, PANTONE® emulation, and CMYK plus two PANTONE® colors. It also has a Digital Matte ink which creates a matte and gloss effect. This is an on-press, in-line process that is convenient to use and won't slow production down.

The press can also provide customers with affordable short-run printing – as few pieces as one. Print only the amount needed, when it's needed. This will keep costs down so the customer won't under cut the quantity needed or over estimate it.

The Indigo 5000 can easily tailor content and design to make it more relevant to the intended audience. It can tap into new variable data markets including marketing collateral-on-demand, personalized direct mail, versioned manuals, and photo-specialty services.

The HP Indigo 5000 offers production quality digital printing and more advanced, efficient workflows. For additional information on our new digital press, contact George Sechrist or visit [www.colortechinc.com](http://www.colortechinc.com).

**About Colortech Inc.** - Colortech Inc. is a full-service printer with offset and digital printing.

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