

## **FOR IMMEDIATE RELEASE:**

**June 2, 2008**

### **Aggressive Expansion Places Printer Ahead Of Its Competition In Quality, Cost Effectiveness and Service**

Solo Printing, Inc. just completed a major facilities expansion giving them 100,000 square feet total of production, office and warehousing space and is in the midst of installing a Komori 38S 6-unit, full-web press along with additional high speed saddle stitchers, cutters and folders. The expansion during an economic downturn underscores the company's continued growth – the result of increasing market penetration throughout the entire Eastern seaboard.

Manny Hernandez, President stated, "Our investment in facilities and new technology enables us to increase our dominant position in providing quality, cost effective products and services. We don't just serve our customers, we partner with them to implement creative solutions. Every job and every customer is important to us. That's why our customer loyalty is so high."

#### **"Commercially Acceptable" Is Not Acceptable At Solo**

Technology, People, Quality Assurance and Process are melded at Solo to go beyond "commercially acceptable" standards on every step of every job. From electronic pre-press using the most advanced G7™-based Fuji color system to ensure consistently accurate color reproduction; to state-of-the-art presses (e.g. Komori 38S, Heidelberg, Akiyama, etc.) for sharp dot, tight registration and consistent ink density; to post press processes that produce crisp folds, accurate pagination, secure bindings and square cuts; Solo is unsurpassed in the industry. A demanding quality assurance process is coupled with a proactive stance on looking for potential problems (e.g., issues with client files, images and layouts) and correcting them before they occur. Solo moves beyond a vendor mentality to partner with clients by seeking out cost savings opportunities and end product improvements... innovative solutions that help their customers succeed.

As George Hernandez, SVP said, "We are family-owned. Our customers become part of our family... a proud family that includes many marquee names in the fields of publishing, retail, travel and numerous government agencies. Customer loyalty and referrals are the measure of our success. I'm proud to say we have customers who have been with us since we first opened our doors over 23 years ago."

#### **Size and Focus Matter**

Small enough to stay nimble and in touch – make every customer feel important; large enough to have the capacity to serve virtually every customer need; Solo maintains one of the lowest customer churn rates in the industry. How? An unrelenting desire to achieve 100% Error-Free Manufacturing – on every job. This is reinforced with a cash bonus program that rewards any employee that discovers a production error. In addition, the Solo team conducts daily status reviews and debriefings on all jobs to ensure quality, timely delivery and continuous improvement.

Solo Printing, Inc. is a customer-centric, minority-owned and -operated commercial printing company that has grown from a small print shop to a full service web and sheet-fed printing company within the past 23 years.

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