



News Release

For Immediate Release

June 17, 2009

St. Louis, MO – June 2008: The HP-Certified Indigo Treatment Center, Masterpiece Graphix, has launched their newest contribution to the digital world, MGX Dry Edge Semigloss. This new offering is a revolutionary product featuring an adhesive-free edge that eliminates the ooze build-up which commonly plagues vacuum boxes and causes unnecessary maintenance and shut-down of production to clean the press. MGX Dry Edge Semigloss is available for only pennies more than non-dry edge semigloss. A recent in-house study performed by an Indigo production manager concluded that the minimal extra cost of Dry Edge Semigloss is offset by the time and money saved by not having to stop production to have a pressman clean press components. After factoring the cost of labor and downtime, it was this company's conclusion that Dry Edge materials save their company an average of \$0.06 per msi.

Masterpiece Graphix began offering Dry Edge Semigloss as a product several years ago. At that time, the cost to manufacture the product was a deterrent to some, despite the benefits that it was proven to provide. MGX worked diligently to save production costs in the manufacture of Dry Edge materials. We are now pleased to announce that a low-cost Dry Edge Semigloss is now available.

So what does this mean for Indigo users? The dry edge of the paper allows for clean running on your press. No more shutting down to clean your vacuum box, nips, and rollers. Your press maintenance and downtime will decrease, your efficiency will increase, and your production team will be able to stay focused on printing. You come out ahead - saving labor costs, protecting your costly Indigo from adhesive residue, and increasing your daily throughput.

For more information on MGX Dry Edge Semigloss, please email Justin Adams at justin@mgxdigital.com.

Masterpiece Graphix works in conjunction with HP-Indigo owners, providing them with digitally coated roll and sheet materials that range from the everyday to the most exotic substrates available on the market. Close relationships with suppliers allow them to offer a continually growing product list that is unmatched within their industry, and the success of their digital optimization of these materials led to their being named Hewlett Packard's first authorized treatment center within North America.

To learn more about Masterpiece Graphix, please visit <http://www.mgxdigital.com>, or call 636.349.6401.

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