

PRESS RELEASE

Marfield Launches Colorful Digital Printing Upgrade

Texas printer's new press increases capacity while saving energy

Dallas, March 2016: Marfield Corporate Stationery (marfield.com) today announced a colorful digital upgrade to its commercial printing services that saves energy, increases capacity, and diversifies the product mix for variable data marketing collateral and branded print products.

"Investing in the Konica Minolta C1085 Press is a wise solution for Marfield's growth strategy," said Lee Ann Packard, President and Chief Executive Officer of Marfield Corporate Stationery.

This press upgrade increases Marfield's digital printing capacity in several ways:

- Color Profiler Suite holds specific color values throughout each run
- Paper weights up to 350 gsm (grams per square meter) whether single-sided or duplex
- 1,200 x 3,600 dpi image resolution
- Vacuum-fed up to 85 ppm (pages per minute) from nine different paper stock trays
- New toner's polymers ensure compatibility with all types of media and ideal natural textures
- New toner's lower fusion heat reduces power consumption up to 10% compared to Marfield's previous digital press

Saving print profiles for future runs automates consistency from order to order, spanning weeks or months, Packard noted. "Together with our amazing creative design team and our specialty print treatments, this press expands our market reach in providing solutions for variable data target marketing collateral that leaves a lasting impression."

A rebranding project from RightStaff Inc. was produced with Marfield's new printing press and its graphic design services. The project included two die-cut brochures and a business card with bleed and short fold that revealed details about RightStaff's services. "We're pleased with the results and with Marfield's customer service," said Shelley Brandenburg, Marketing and Operations Manager of RightStaff Inc. "Number one, we wanted to mirror the changes we made when rebranding our website. Number two, we wanted the business card to be like a tiny brochure that someone could carry at all times. Finally, we wanted the design to draw attention and leave an impression."

"Adding this press to our production line increases our capacity to grow our position in the marketplace," Packard said. "This press supports our long-standing commitment to quality printing."

More information is available at www.marfield.com.

Marfield Corporate Stationery is an award-winning, nationally certified woman-owned business that provides commercial printing, branding and graphic design services, branded promotional products, private branded storefronts, and more. Marfield's specialty print services include digital printing, offset pantone lithography, raised ink thermography, embossing, engraving, and die-cutting. For almost 50 years growing businesses, universities, and non-profits have relied on Marfield to keep them looking good on paper and beyond.



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Contact: Terelyn Hepple
terelyn.hepple@marfield.com
Phone: 972.245-9122, ext. 1011
Fax: 800-432-9404

Marfield Corporate Stationery
1225 E. Crosby Road, Suite B1
Carrollton, TX 75006
www.marfield.com

Marfield
corporate stationery
Printing & Graphic Design