

CMYK 2009

VOLUME 1, ISSUE 1

APRIL • MAY • JUNE

It's a CMYK world. And that's the way we like it!

INSIDE THIS ISSUE

New postal rules and regulations affect the printing industry heavily and may potentially affect your mailing projects.
PAGE 2

The current economy is altering the way industries respond to changing demand. The paper industry is no exception.
PAGE 3

New equipment and new technology result in a dream machine. Plus, recognition from our peers.
PAGE 4



[A MESSAGE FROM OUR CEO | JOANIE NIEMAN]



WELCOME TO CMYK!

Our commitment to provide our print partners with outstanding printing and fulfillment services at the most competitive pricing has just expanded. Now, with our new CMYK newsletter, we will be able to provide you with timely information regarding changes and advances in our industry, as well as news from around our plant.

It has always been our desire to tackle industry challenges head-on. With that in mind, in this issue we take a look at how upcoming changes in postal rules, regulations and rates will impact our industry and possibly your projects. The current economic situation has every industry changing the way they do business. The paper industry is no exception, and some of the ways they are adjusting to current demand is another topic we think you'll find of interest. For us, new equipment is always exciting, but when it's combined with

new technology, we think you will be quite impressed. You can find out what our digital department is all a buzz about on page four.

We are also pleased to tell you Nieman Printing was recently recognized with 19 *Awards of Excellence*, seven of which were *Best of Category* designations, in the PIA (Printing & Imaging Association of Mid-America) Graphic Excellence Awards Competition. These awards were made possible through our dedicated team at Nieman.

We look forward to working with you and we thank you for your continued support and partnership.

Joanie Nieman

[ONLINE PROOFING]

GET ALL THE POWERFUL BENEFITS

Time, convenience, *and* control are the powerful benefits of **InSite**—an easy-to-use internet portal that connects directly to Nieman Printing's prepress system. Upload, preflight, review and approve content all within minutes, at your convenience. **InSite** gives you the ability to expedite the job submission and proofing process—from any location, at any time.

Additionally, multiple reviewers can access your proofs in real-time and share information virtually on the screen in order to make immediate changes and approvals. **InSite** generates preflight reports almost immediately after uploading your files—

(continued on page 2)





Online Proofing (continued from page 1)

there is no need to wait days, hours, or even minutes for Nieman Printing feedback.

Job status tracking up to and through the print-ready page approval stage is another helpful feature—you can monitor status in real time, as the files successfully upload, are reviewed, annotated and approved. You can even download any page in .jpg or PDF format in high or low resolution.

If you have any questions about any of the InSite features discussed here, please contact Nieman Printing at 972.506.7400.

LUNCH & LEARN
[TRAINING CLASSES]

All classes are scheduled for
11:00 am - 12:30 pm

April 8Files & Applications 101

April 22Introduction to Printing

May 6Process Workflow 101

May 20Introduction to Printing

June 10Files & Applications 101

June 24Process Workflow 101

July 8Introduction to Printing

July 22Files & Applications 101

For more information or to register for a class, please contact **Roger Peaks** at 972.506.7400.



[POSTAL REGULATION CHANGES]
WHAT DOES THIS MEAN TO YOU?

Once upon a time, a simple letter could be mailed without difficulty or worry. Times have definitely changed since the 5 cent lick-and-stick era with mass direct mailings, rate increases, size regulations...the list goes on and on. Recently, the USPS has mandated new rules, regulations and rates for mailing. While this news won't have much impact on the general public, the new directives do, in fact, affect the printing industry heavily.

But don't panic just yet! Some of these rules have actually been in place for years, but now the USPS has stepped up their enforcement. On the up-side, the USPS is now offering additional services and discounted rates for compliance.

The largest impact of these new changes will affect the design and print production of mailed materials. For example, regulations relating to magazines—commonly referred to as flats—have seen a complete overhaul, which includes the placement of the addressee information. The tabbing positions on booklets and self-mailers have been amended, and there are now new minimums as well as predetermined materials for tabbing. Mailing lists must be set for a 90-day life span, meaning a list must be “cleaned” every 90 days through the NCOA (National Change of Address) database. In addition to all of these changes, there is yet another rate increase going into effect May 11, 2009.

So that our customers do not have to navigate their way through all of these USPS rules and regulations, Nieman Printing provides turnkey mailing services. From variable data printing to poly-bagging, our experienced mail shop staff ensures all your mailing projects comply with postal requirements. While you focus on creating successful mail campaigns, we make sure they get delivered to your target audience without a hitch.



We are excited to announce that coming soon to Nieman Printing will be Intelligent Mail Barcode™ and PostalOne®. Look for all the details on these new services to be featured in our next newsletter.

All of us at Nieman Printing are committed to helping our print partners make a smooth transition into this new era of postal services.

For further information on the USPS postal changes, please refer to the full USPS Federal Register Web site at <http://pe.usps.com> or contact Nieman Printing for answers to your mail-related questions.

[CHANGES IN THE PAPER INDUSTRY]

HOW PAPER COMPANIES ARE RESPONDING

The paper industry has experienced many changes over the last half dozen years. Like any business, paper companies are adapting to respond to those changes.

The biggest change affecting the business has been the significant reduction in global capacity. Mills have been consolidating and taking out machines to help better balance supply and demand. These changes along with rising energy, pulp and fuel costs have led to price increases over the last two years. Even though demand has suffered with the economic crisis, paper prices have remained stable because of reduced capacity.

In spite of the downturn, the U.S. market still remains a target for imported paper. Mills from Asia, Europe, South America and other countries all sell their products in our country. The market for coated sheets has been most influenced with imports accounting for better than 50% of the total use.

This year, overall paper shipments are expected to drop, however, the demand for digital papers will counter that trend as digital printing continues to grow rapidly.

Mills have responded to that growth by adding even more choices to the relatively new list of items designed for the digital printer. The demand for heavy weight sheets in the text, cover and coated paper lines is expected to remain strong.

With little doubt, the movement to go “green” has been the strongest trend of all. Many companies now insist on getting their message out on environmentally-friendly paper. It is important to note that the process of actually making paper is not harmful to the environment. It is where the source materials come from that triggered the industry to implement the FSC (Forest Stewardship Council) Chain-of-Custody protocol in a major attempt to sustain our world’s forests. This chain of certification of mill, merchant and printer has made it easy for end-users—corporations, small businesses, government agencies and schools—to use paper knowing our forests around the world are being managed responsibly.

Did you know?

- > There are 12 million more acres of forestland in the U.S today than there were 20 years ago.
- > Our country recycled 56% of all paper consumed in 2007.
- > Trees are renewable.
- > Paper is biodegradable and recyclable.
- > Paper mills used over 60% renewable energy to produce their product.
- > Paper mills plant 3-4 trees for every tree harvested.

If you'd like more information on paper and what forest product companies are doing to help the environment go to www.okpaper.com.

[NEW TOOLS | NEW MARKETS]

NEW TECHNOLOGY = ENDLESS POSSIBILITIES

Nieman Printing is adding the innovative Xerox Nuvera™ 144 high production laser printer to our equipment capabilities. So, you may be wondering, what's so special about this printer? Well, this machine is like a dream come true, because it has so many of the features that have been in demand for years.

One of the most significant is its offset print quality. The line screen provided on the Nuvera™ produces the equivalent of a 156 line screen with 1200 x 4800 dpi output. Another one of its phenomenal features would have to be its ability to print on both gloss and matte coated stocks that range in size from as small as 5½ x 8 inches up to as large as 12½ x 18½ inches—on both cover and text weights. As if all that were not enough, this machine also comes equipped to print up to eight (8) different paper stocks simultaneously with the capability to add up to four (4) different inserts into a single book.

One of Nieman Printing's commitments is to provide access to only the most cutting-edge equipment to make sure your business stays in front of the technology curve. Having the ability to combine this high level of print quality on such a wide range of coated stocks opens a whole new market for you—our print partners. "The best news is that our new Nuvera™ will be in production by April 15th!" states Matt Nieman.



Courtesy of Xerox Corporation



2009 GRAPHEX AWARDS COMPETITION

Nieman Printing was recently awarded the most significant number of awards from the PIA (Printing & Imaging Association of Mid-America) Graphic Excellence Awards Competition in the company's 30-year history.

PIA Mid-America is one of the largest regional affiliates of the Graphic Arts Technical Foundation and Printing Industries of America in the United States. Each year, over 800 member companies from across its four state region (Kansas, Western Missouri, Oklahoma and all regions of the state of Texas, except the Louisiana-Texas Gulf Coast) compete in the Graphic Excellence Awards Competition.

"Earning 19 Awards of Excellence, of which seven were Best of Category designations, was absolutely incredible for our company. Joanie, Matt and I are extremely grateful and are humbled by this honor bestowed by our peers. This was truly a team effort, and we want to thank each and every one of our employees for making it all happen," stated Mike Nieman, president of Nieman Printing.

Nieman Printing is looking forward to continuing this winning tradition for many years to come. This is just one more way we are able to help our print partners achieve the recognition they deserve with the proven quality we can provide.



10615 Newkirk, Suite 100 • Dallas, Texas 75220
P 972.506.7400 • F 972.869.3632
www.niemanprinting.com