

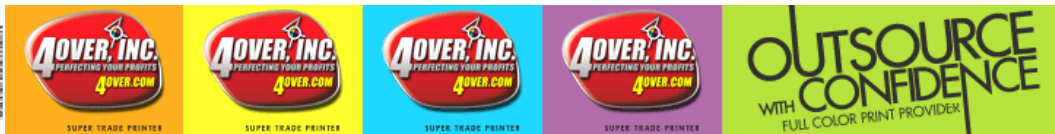
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Omaha Print Installs MCS Eagle UV Inkjet Imaging System

July 25, 2011

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GAITHERSBURG, MD—July 25, 2011—MCS Inc., a leader in industrial and mailing inkjet technology and camera systems, announced Omaha Print has recently purchased the new Eagle UV inkjet system with a 4.25" print head.

"We made this acquisition to add more capability to our arsenal of equipment to better serve our customers," said Bob Redmond, director of mailing, bindery and digital for the company. "We had been looking for a way to print pieces with the address information oriented either way on the piece, giving us the ability to run our jobs faster. We needed to address the rapidly growing need to print high-quality graphics and variable QR codes to meet cross-media marketing requirements. Finally, we wanted to exceed our customers' expectations of printing on top of aqueous coatings and plastic cards. The MCS equipment lets us meet all of these needs without compromising our high standards for print quality."

The MCS Eagle UV inkjet is a first-of-its-kind, 4.25" inkjet printer for the industrial market. The high-speed, high-resolution printer offers wide print widths, supports difficult substrates such as coated stocks and gift cards, and uses less ink than its competitors while delivering true 600-dpi quality. The unique 4.25" and 8.5" print heads support large print areas without stitch marks. Print heads can be combined, for a total width of up to 17".

"The Eagle UV is an excellent product for direct mail jobs in particular," says Glenn Toole, vice president of sales and marketing for MCS. "By running the pieces sideways, printers can increase their throughput and not sacrifice quality. For high-value pieces like gift cards and such, the UV ink's ability to handle many substrates is a real advantage."

Redmond found another advantage. "We also realized the benefit of faster drying time using the UV ink on difficult substrates including aqueous coated stocks," he added.

About Omaha Print

A leader in direct mail solutions, OmahaPrint has been pioneering print marketing for over 150 years. Established in 1858 when Nebraska was still a territory and Omaha was just a small town on the west shore of the Missouri River, it managed to survive and prosper. Today, the company emulates the courage of those early pioneers as they forge ahead and flourish in difficult times. The company's credits their remarkable success to their adaptability and pledge to help customers control costs by efficiently producing, distributing and managing their marketing materials.

About MCS

MCS is a leading provider of industrial inkjet and camera solutions for the mailing and industrial markets. MCS' imaging software and hardware provides the integration cornerstone for high-speed mailing and hybrid inkjet printing, as well as matching systems for inserters. The new MCS Eagle inkjet platform combines the next generation modular 4.25", 600-dpi print head technology with MCS' proven job layout and print proofing software. MCS systems can be integrated on a wide range of existing transports and inserters.

Source: MCS.

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