



**FOR IMMEDIATE RELEASE**

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## **Standard Press Expands Digital Printing Offerings**

Standard Press announces the installation of a market-leading HP Indigo 7900 Digital Press. Using HP's Indigo liquid ElectroInk technology—the closest match to offset printing—this six unit 13" x 19" sheetfed press includes major innovations in print quality, intelligent automation, and media versatility.

“Standard Press has experienced tremendous growth in digital printing during the past five years,” said Andy Shulman, President of Standard Press. “This has been driven in part by our expertise in variable data printing and in providing our clients with print on demand solutions. The HP Indigo 7900 is fast, efficient, and environmentally friendly. It has the unique ability to calibrate color on every sheet, ensuring consistently high quality throughout a press run. In addition, the Indigo 7900 offers many unique special effects to help clients achieve their communication goals and prints on an extended range of substrates.”

Along with digital printing, Standard Press offers UV, offset, letterpress and wide format printing. Standard Press is one of the leading players in web to print and print on demand solutions in Atlanta, and are experts in variable data printing for targeted communications. Special effects on the new press include the ability to print white ink, Pantone colors, clear ink, in-line embossing, and more.

### **About Standard Press**

Standard Press ([stpress.com](http://stpress.com)) opened their doors in 1932. It is the oldest independent printer in Atlanta, and a third-generation, family-owned business. As a full-service printer, Standard Press provides UV, offset, digital, letterpress and wide format printing, along with mailing services, warehousing, fulfillment, and e-commerce solutions. Over the past three years, Standard Press has invested more than \$5 million in capital improvements to benefit customers and provide them with the highest levels of efficiency and quality. Today, the company employs over 80 team members, offers over 29 services, and maintains its philosophy of delivering the highest standards of customer service.