

**Media Contacts:**

Nancy Carr, Kodak, +1 585-781-9121, [Nancy.Carr@kodak.com](mailto:Nancy.Carr@kodak.com)

Amanda Slaver, Eric Mower and Associates, +1 585-389-1876, [KodakPR@mower.com](mailto:KodakPR@mower.com)

**Kodak Announces Webcrafters Signs for PROSPER Press with Stream Technology****Book printer seizes opportunity to increase efficiency, add value for clients**

ROCHESTER, N.Y., July 20—In the next major milestone for KODAK Stream Inkjet Technology, the company announced today that Webcrafters, Inc., a nationally recognized book printer headquartered in Madison, Wisconsin, signed a letter of intent to purchase a KODAK PROSPER Press. The first announced PROSPER Press Market Leader, Webcrafters will use the PROSPER Press in its manufacturing of book products ranging from educational and college to trade books, catalogs, and atlases. Webcrafters' clients include publishers The McGraw-Hill Companies, Pearson plc, and Houghton Mifflin Harcourt among many others.

“Webcrafters continues as a major force in the book industry by adopting new technologies to bring new capabilities and services to our customers,” explained Jac Garner, President and CEO of Webcrafters. “We have used KODAK Solutions for many years, and are confident in Kodak innovation, reliability, and customer service. We look forward to installing Stream Inkjet Technology in our production facility. The PROSPER Press fits perfectly with our strategy to leverage leading print technologies to provide our publishing clients with a full array of manufacturing options, from offset to toner-based and soon inkjet.”

The company offers prepress, printing, binding, fulfillment, and delivery services, and will use the PROSPER Press to improve the management of low- to mid-quantity book titles. The flexible capabilities of the PROSPER Press will also enable easier management of inventory needs and the book lifecycle—particularly at the beginning and end—especially important in the educational environment.

Based on Kodak's innovative Stream Inkjet Technology, the PROSPER Press produces offset class output in terms of speed, quality, and cost. It combines the benefits of offset printing with the flexibility of digital printing for books, newspapers, and other printed materials on a

range of substrates, including glossy media. For the publishing market, the PROSPER Press significantly increases the quantity of books which can be produced digitally at a lower cost than offset.

“For book printers and others aiming to expand their capabilities and bring more value to clients, KODAK Stream Inkjet Technology is the answer,” said Kevin Joyce, Worldwide Vice President, Sales and Marketing, Digital Printing Solutions, Kodak. “The PROSPER Press Platform delivers offset class digital output at unmatched speed and a low total cost of ownership, enabling today’s print and marketing service providers to maximize production efficiencies and return on marketing investment.”

Webcrafters currently operates two KODAK NEXPRESS S3000 Digital Production Color Presses, two KODAK MAGNUS VLF Platesetters—one with the Automatic Pallet Loader (APL) option, KODAK THERMAL GOLD Plates, and KODAK WINNER Conventional Plates.

Webcrafters is family-owned, employs 640 people, and posted \$100 million in revenue in 2008. The company was founded more than 100 years ago, and installed its first web offset press in 1959.

For more on KODAK PROSPER Solutions, visit <http://www.prosper.kodak.com>.

KODAK Products are backed by KODAK Service and Support. KODAK Service and Support is made up of more than 3,000 professionals reaching more than 120 countries. It is a leading multi-vendor integrated services provider, delivering consulting, installation, maintenance and support services for the commercial printing, graphic communications, document imaging and data storage industries. KODAK Service and Support professionals are uniquely qualified to provide services that control costs, maximize productivity, and minimize business risk.

## **About Webcrafters**

Webcrafters is a nationally recognized leader in 4-color printing that offers a comprehensive range of book manufacturing services from prepress and printing to fulfillment and delivery. Bindery services include saddle stitching, perfect binding, spiral and case binding. Among the products manufactured by Webcrafters are educational books, atlases and catalogs, as well as general/trade books. Clients from many industries rely on Webcrafters for top-quality

production, solid value and attentive customer service. Located in Madison, Wisconsin, Webcrafters employs 640 people and revenues were \$100 million during the company's 2008 fiscal year. [www.webcrafters-inc.com](http://www.webcrafters-inc.com)

## **About Kodak**

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

In the graphic communications market, Kodak offers the broadest portfolio of integrated solutions to help customers grow their business. For more information, visit [www.graphics.kodak.com](http://www.graphics.kodak.com). For downloading photos and videos from Kodak's image library, visit [www.kodak.com/go/gcimages](http://www.kodak.com/go/gcimages).

#

(Kodak, Prosper, NexPress, Magnus, Thermal Gold, and Winner are trademarks of Eastman Kodak Company.)

2009