

## PDI Inc. invests \$800,000 to acquire unique and innovative digital print technologies.

■ **KIRKLAND, April 4<sup>th</sup>, 2013** – PDI has completed the installation of the new Kodak SX Digital Production Platform in its digital print division. The recent technology acquisition includes a new SX3300 NexPress digital printing press capable of offering several truly unique printing techniques including dimensional and metallic digital printing options. The new installation at PDI represents the first digital press of its kind in Eastern Canada.

A new 26" long cut sheet allows for 30% more printing surface on which can be applied stunning effects for high-value Direct Mail Applications. The Kodak NexPress SX3300 enables PDI to use a special Red, Green or Blue in its fifth imaging unit in order to faithfully reproduce previously difficult to attain PANTONE® colours. To further enhance brilliant colours, a high gloss coating which simulates a U.V. gloss varnish, can also be applied within the digital workflow.

Gaetano Di Trapani, Chief Operating Officer at PDI, commented: "PDI can now offer revolutionary applications that can be used on various substrates – whether coated or uncoated, smooth or textured, from light text and all the way up to an 18pt thickness. These options allow us to offer exceptional flexibility and superb quality reproductions so that digital print can no longer be considered a compromise!"

One of the most striking applications offered by this fifth imaging unit lies in its capacity to print a dimensional varnish. This dimensional varnish can be applied in line, on a selective basis with variable heights. The result is an image that gives the impression that the surface has been embossed thereby heightening the impact of the printed piece and increasing client recall.

In addition to these innovative applications is the possibility of using the fifth imaging unit to print a special gold or pearlescent effect as well as to print a red fluorescing dry ink for security, or novelty applications.

PDI's President, Jamie Barbieri, noted that "PDI has published a sample reproduction guide entitled 'A new measure of INNOVATION' which illustrates the creative applications that are now available to both the design and graphic arts communities. From the enthusiastic feedback we've received so far, we know that these cutting edge innovations will continue to assure PDI's position as an industry leader."

**PDI Inc.** is the largest independent sheet-fed printing company in Quebec providing complete **Integrated Print Solutions**. Pre-media, offset and digital print production, web-to-print, as well as fulfillment, warehousing and direct mail services are offered to clients in Quebec, across the rest of Canada and in the United States.

### *Information:*

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