

Solar Communications Invests More Than \$10 Million in New Equipment and Capabilities

Clients can take advantage of innovative, cost-efficient mail formats

NAPERVILLE, Ill. – Aug. 29 (SEND2PRESS NEWSWIRE) – Solar Communications, a full-service print and production provider, has completed its capabilities expansion begun in 2006, with more than \$10 million in capital investments over the past few months. These latest acquisitions further support the company's refined focus as a complete marketing services partner.



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Of the new equipment recently deployed, the three most significant additions include:

- * A state-of-the-art flexographic press with a maximum print width of 50-inch and up to 9 over 9 capabilities
- * An additional single-web M110C press
- * A sophisticated offline finishing system that offers advanced finishing capabilities including multi-point personalization, cutting, gluing,

folding and more.

“We’ve made some very strategic investments,” says Frank Hudetz, Solar Communications president and CEO, “all calculated to offer our customers capabilities they didn’t have before, while building-in cost-efficiency, postal automation and time-saving advantages. At the same time, it’s inspiring us to invent products consumers haven’t seen before – materials and formats that are destined to increase attention and response.”

The additional equipment will allow Solar to produce and finish unique and personalized direct mail packages, quickly and cost-effectively, including:

- * Self-mailers with tipped on gift cards
- * Metalized cards and wraps
- * Scratch offs, scratch and sniffs and stickers

To ensure the greatest utilization of this new equipment, each piece is operated independently. “This follows a more European production model,” explains Hudetz, “in which the offline finishing system is separate from the press. That allows us to optimize each piece of equipment, leading to shorter turnaround times, reduced waste and potentially greater savings for our clients.” Because each piece of equipment is run individually, projects can be printed, for example, before mailing lists are delivered. In a traditional model, all components – data, inserts, tip-ons, etc., must be on-site before production can begin. The whole process is more efficient, in terms of waste and run speeds and the make-ready times are significantly shorter.

As part of their long-term, customer-focused strategy, Solar Communications has been developing innovative direct marketing approaches to support marketers’ acquisition and retention strategies. “We’ve been exploring new formats, add-ons and techniques that make the most of nearly five decades of experience as a packaging and printing specialist, as well as our expertise in working with the U.S. Postal Service, integrating with online channels and more,” offers John Thompson, Solar Communications’ Senior VP, Sales and Marketing.

“What really excites us,” adds Thompson, “are the possibilities and applications we haven’t thought of yet. We’re unveiling the first few big ideas at the DMA in October, but the sky’s the limit. If our customers’ marketing teams can imagine it, we can create it.”

About Solar Communications

Solar Communications(R) (www.solarcommunications.com) combines the insight of a marketing partner with the production capabilities of an experienced printing, packaging, mailing and fulfillment specialist. A full-service direct mail provider, we understand the need to break through the clutter, and have designed innovative solutions to meet our clients’ marketing objectives.

Solar Communications has more than 45 years of experience creating and executing successful campaigns and is an ESOP (employee stock ownership plan) corporation.

News issued by: Solar Communications

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Original Story ID: (3183) :: 2007-08-0829-003

Original Keywords: Solar Communications, print and production provider, marketing services partner, flexographic press, Illinois, single-web M110C press, offline finishing system, multi-point personalization, cutting, gluing, folding, CEO Frank Hudetz Solar Communications