

# MESSAGE FROM THE MANAGEMENT

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## A NEW DIMENSION IN DIGITAL PRINTING

We have just acquired a new equipment for digital printing, the first **Xerox iGen5** in Portugal. Its extraordinary printing dimensions bring new possibilities to quality small print runs, as well as variable data printing and mass mailings.

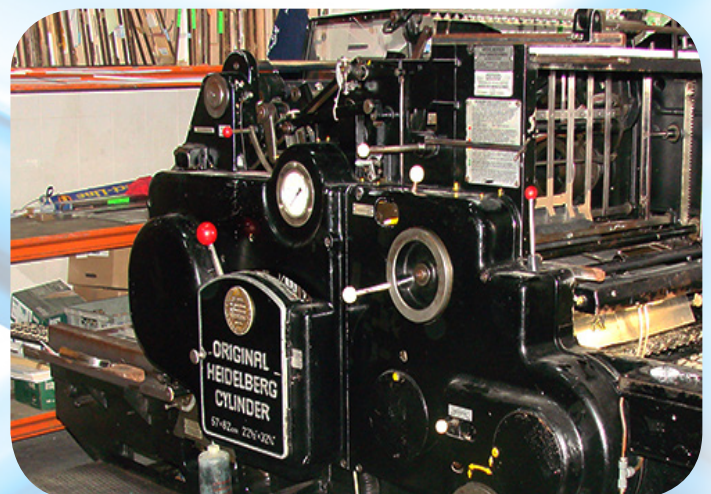
This way Tipografia Lobão follows and anticipates the trends in the communication needs of the enterprises, wanting ever more to get more speed, precision, agility and adaptability, to employ a marketing more turned towards the use of the scalpel than the cleaver.

Beyond other specialized digital printing equipments, Tipografia Lobão has a very complete set of services to offer our clients:

**Offset** – An eight color **Heidelberg 74**, a five color **Heidelberg 52** and a monochrome **GTO** give us a large and agile response capacity, more so when all these machines are connected to a **Computer to Plate (CTP)** printing plates production system that sets the color balance and the inking automatically.

**Digital printing** – Beyond the new **Xerox iGen5**, using the maximum paper dimensions of 65×35 cm and printing at four colors plus one supplementary color, we have a **Xerox Versant 80**, a **Xerox 560** and a **Xerox ColorQube**, all four-color printers, and the **Xerox Nuvera 144** monochrome printer. All this printers take maximum papers of 45×32 cm. The **ColorQube** is used mainly for envelope and form work, the **Nuvera** is used for large monochrome mass mailings and form work.

**Large Format** – This sector is equipped with a 1.60 m mouth **Roland** plotter, roll fed, plus a **Graphitec** cutting plotter, a large laminator and a **Maxgraver MG-1530** milling cutter. There are working surfaces needed to deal with large dimensions pieces and capable staff to go build the displays at the client's facilities. We have also a device to hot stamp clothes (t-shirts, hats, coats, parkas) using matrices printed at the digital machines.



*This old cylindrical **Heidelberg** was built for lead printing, but today it's used only for diecutting, taking advantage of its extreme robustness. In the back wall was there is the die-cut archive.*

**Finishing** – We have three finishing configurable machines with collating, binding, stapling and cutting, an enveloping machine capable of enclosing in plastic film and a book cover machine closing with hot glue and trimming automatically.

**Diecutting** – We do diecutting work with Heidelberg lead printers. We also use those machines for hot gold or silver and relief printing.

**Creativity** – The creative department has a central place in our operations, for it allows us to offer this service to clients without their own, but also to resolve lots of technical problems in the production and redistribution of the graphic files to the various platforms.

**Delivery** – Our cars and salespeople assist our clients

mainly in the Greater Lisbon and Setúbal Peninsula zone.

## FOR US THE CLIENTS ARE EVERYTHING

We manage to be up to what they expect. Sometimes we go beyond what is expected and we solve problems that were not anticipated, catch errors that had slipped by before. That's what comes from belonging to a good team.

That's how we trust we can keep on serving our clients, with a reliable quality service for the best price, under our moto:

## YOUR MESSAGE THROUGH ALL MEDIA