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## **SWIFT PRINT COMMUNICATIONS EXPANDS DIGITAL PRINTING CAPABILITIES**

St. Louis-based printer adds HP Indigo 5500 press to its equipment line

**St. Louis, MO – July xx, 2013** – The HP Indigo 5500 digital press adds to Swift Print Communications' digital equipment line designed to handle a variety of printing needs and increase the effectiveness of print materials through variable data.

Swift's newest press is equipped to handle a variety of on-demand print needs with several features. The Enhanced Productivity Mode enables customers to get the highest quality digital reproduction at a more competitive price point. A special "Thick Substrate Kit" allows printing on thicker materials such as heavy card stock. The press also prints sheets up to 13 inches by 19 inches and handles up to four colors.

The Indigo 5500 press complements an existing HP Indigo 7500. Swift was the first locally owned printer to purchase HP's Indigo 7500 three years ago. The two presses support Swift's growing Web-to-print business, which allows customers to store and order print materials online. Additionally, the new press increases its ability to handle quick turnaround during peak demand periods. Its ability to handle variable data allows customers to target market through personalized, tailored messages.

"We continue to grow by ensuring that we support our clients' needs through the right equipment and services," said Bryan Swift, president of Swift Print Communications. "We realized early on that short-run digital printing was the wave of the future. This equipment gives clients the ability to receive print materials faster and more economically while preserving our environment. Clients also value the ability to personalize print communications to more effectively reach their customers and prospects."

### **About Swift Print Communications**

Founded in 1912, Swift Print Communications is the St. Louis area's longest-running, locally owned printing service. The company offers a range of printing options – from one to thousands – with digital and offset presses. Swift offers complete printing services – planning, data transfer, composition and proofing through printing, electronic filing and distribution. Swift is certified as a G7 Master Printer, one of less than 600 print companies worldwide that have earned the distinction. The company has been a leader in environmentally sound policies, dating back to the 1930s when John S. Swift donated thousands of saplings planted by school children to commemorate Arbor Day. Such stewardship continues. The company has been certified for its environmentally sustainable practices by the Sustainable Forestry Initiative, Programme for the Endorsement of Forest Certification and the Forest Stewardship Council. For more information, visit [www.swiftprint.com](http://www.swiftprint.com).