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## **SWIFT PRINT COMMUNICATIONS ROLLS OUT NEW EQUIPMENT**

Digital label printer, finishing system add to company's print services

**St. Louis, MO – May xx, 2017** – In business for more than a century, Swift Print Communications continues to change with the times and address its customer's needs in print services. The digital and offset printing company now offers full-color label printing and finishing to cut any size or shape without expensive dies.

The St. Louis-based firm that handles print services for clients throughout the country recently added a CX 1200 digital label press and a complementary FX 1200 digital finishing system made by Primera Technology, an industry leader in specialty color printing devices.

The four-color press produces labels on continuous rolls up to 8 inches wide by 24 inches deep at speeds of 16.25 feet per minute on rolls that typically measure 1,250 feet. The laser printer uses high resolution for vibrant four-color graphics and sharp bar codes up to 4800 DPI. Additionally, the label press precisely matches Pantone® colors.

Labels can be printed on a variety of materials, including pressure-sensitive papers to white and clear polyesters and more. Matte, semi-gloss and high-gloss materials are available, along with lamination to protect labels.

The digital finishing system provides inline capabilities to precisely cut and shape any label. This eliminates the costly expense of steel dies that typically run \$1,200 to \$1,500. The system uses QuadraCut - up to four knife blades at a time across the roll instead of a single blade found in conventional systems. This technology cuts virtually any size or shape from various pressure-sensitive materials, including matte and gloss paper, polyester, vinyl, polypropylene and more

"This new equipment extends our ability to service the varied needs of our customers, especially in packaging," says Bryan Swift, president of Swift Print Communications. "The new digital label printer and finishing system give our clients a cost-effective way to make a powerful impression.

"We continue to make the necessary investments to ensure that we are more than just a printer," adds Swift, the third-generation family member to lead St. Louis' oldest locally owned printer. "We want to be a communications' leader."

As one of the area's largest printing companies, Swift provides a complete range of short- and long-run printing and finishing options to serve nearly all of a customer's needs.

#### **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. For more information, visit [www.swiftprint.com](http://www.swiftprint.com).