S·A

EQUIPMENT

INNOVATIVE TECHNOLOGY

EQUIPMENT LIST, FACILITIES & SERVICES

SALES OFFICES

Chicago, IL,
Cincinnati, OH
Detroit, MI
New York, NY
St. Petersburg, FL
Los Angeles, CA
San Diego, CA
San Francisco, CA

MANUFACTURING FACILITIES

Clifton, NJ
St. Petersburg, FL
New York, NY

- Sandy Alexander is one of the country's largest and most respected full service graphic communication companies. We provide our customers with extensive web and sheetfed printing capabilities; in-line finishing and in-line ink jet imaging; digital and 1-to-1 marketing solutions; retail visual merchandising (RVM) and wide & grand format printing; all complemented by a wide array of studio services including creative retouching and CG (Computer Graphics) and other digital and electronic media services.

- Our commitment to providing quality and environmentally responsible print solutions is evidenced by our ISO 9001:2008 and ISO 14001:2004 certifications. In addition, we are tri-certified for chain-of-custody sustainable paper (FSC, PEFC and SFI). We purchase 100% of our electricity requirements from renewable wind power, are a certified Sustainable Green Printer (SGP), and have been awarded the What They Think! Environmental Innovation Award for the design and building of our RVM facility.

- Over the past four decades, we have served the corporate communication, cosmetic, pharmaceutical, automotive, financial, graphic design, advertising, and promotion industries. We have consistently been recognized for our technical expertise, an innovative approach to our business, and a desire to work as partners with our clients. This commitment has earned us a reputation for maintaining the highest standards of excellence in the industry.

- We can provide you with one single resource for all your graphic communication needs.

ELECTRONIC PREPRESS & COLOR SEPARATION

New York, NY - SALT Studios

Salt Studios, a high-end visual media production boutique located in New York City specializing in CG and creative retouching. Our capabilities include: transformative retouching, cost effective inventive computer generated graphics (CG), empowered motion effects, and other valued added services. Salt Studios is a separate, wholly owned subsidiary of Sandy Alexander.

SERVERS
- Apple OSX Server
- Dell PowerVault Tape Library TL2000
- Rorke Galaxy NAS LX6
- HP DL160
- HP c3000

SOFTWARE
- Adobe
- Maya 2014
- PipelineFX Qube
- Maxxum Rumpus

PROOFERS
- ORIS Web Color Tuner on PC Windows
- NEC SpectrView Color Calibration Software
- Xrite iOne Colormeter
- Epsons 9900 with Xrite Spectroproof inline spectographer (2)

WORKSTATIONS
- MacPro Workstations (10)
- iMAC Workstations (4)
- HP z820 Workstation (2)

SCANNER AND COPIER
- Canon ImageRunner C3050

Ever wonder about the history of Salt? Use your phone to watch the video below.

View more with layar
See back inside cover for instructions.

RIP STATIONS
- EskoArtwork Systems Nexus Processors & Rips running on Proactive Servers with Dual 3.06Ghz Zeon Processors and 6GB ram (7) B ram (7)

SERVERS
- Apple Xserve Dual-Core Intel Xeon Rack Optimized with Promise 6tb raid
- Overland Loader Express LTO jukebox (2)
- HP Procurve Gigabit Ethernet networking Switch (2)
- APC SmartUPS – Systems (3)
- X-Rite Profilemaker and Monaco Profiler color magement software
- Gretag Macbeth Spectroscan
- T/Spectrolino Spectrophotometer
- Gretag Macbeth iCColor Spectrophotometer
- X-Rite Isis, EYE ONE (2), and DTP-41 (2) Spectrophotometers
- X-Rite 530 Spectrodensitometer
- Techkon Spectro-Densitometer
- Barbieri LFP Spectrophotometer- measures & profiles all substrates
- Epson Expression 10000XL Flatbed Scanner

- Apple Mac computers w/ full suite of apps, EskoArtwork System apps & tools, and Eizo calibrated profiled monitor (20)
- Belkin / APC Uninterruptible Power Supply System for each workstation
- Offsite storage for archived media
- FTP server

PREPRESS PROOFING SYSTEMS
- Mac Pro Computer workstations (8)
- Windows Professional Workstation
- Epson Stylus 9900 Printers (2)
- Oris Proofing RIPs (2)
- Nexus Proactive RIPs (6)
- Luxel Fuji Final Proof 5600 (2)
- Fuji Final Proof Laminators (2)

PREP & PLATEMAKING EQUIPMENT
- Magnus 800 Automated Plate Setter
- Kodak Plate Processing Lines (2)
- Turnis Plate Punches (2)
- Ruleout Tables (2)
- Epson 9800 Printers (2)
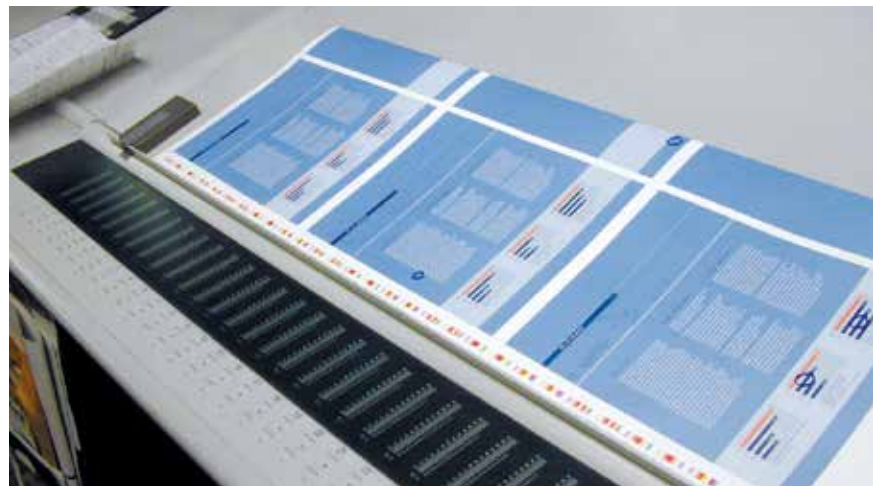- Power Mac G5 computers (3)
- iMac Minis (2)

CLIENT DESKTOP LAB
- 2 Mac workstations, Epson 4000 2 pg + bleed printer, with dedicated link to Prepress servers to work on live files

QUALITY ASSURANCE
- ISO 9001:2008 Certified
- QTI's CCS with Instrument Flight fully closed loop color mgmt + diagnostic system
- Temperature & humidity controlled pressroom
- Color viewing rooms with 5000º K stations
- EFI AutoCount

- Pressroom, Prepress, and Bindery quality assurance supervisory personnel
- UPC code scanners
- Proof & plate quality control inspections
- Plate measuring device Techkon SpectroPlate
- MagSert AD insert database & custom logistics control
- Computerized inventory & shipping control system
- All presses equipped with Techkon Spectro-Densitometers and Gretag densitometers

SA

PRINTING

Clifton, NJ

Our Print resources offer everything one can imagine in campaign-related printing. From start to finish, simple to complex, offset to digital, to Retail Visual Merchandising (RVM); on any desired size, quantity, and substrate.

Our Headquarters in Clifton, NJ houses our digital, sheetfed, fullweb, and RVM and wide & grand format printing. Our plant in St. Petersburg, FL is specifically designed for direct mail with fullwebs with in-line finishing & inkjetting producing many unique formats.

WEB PRESSROOM
manroland Rotoman 2002
6 colors - 38" width, 23 9/16" cutoff, QTI's CCS with Instrument Flight full closed-loop color control system incorporated directly into twin ink control consoles, in-line UV lamination, PECOM process management system, fully automated plate hanging system, computerized plate scanner, remote ink control system, computerized register controls, pattern perforator, scoring attachment, rotocut Vits sheeter, Baldwin pre-folder and manroland

manroland Rotoman 2003
8 colors - 38" width, 23 9/16" cutoff, QTI's CCS with Instrument Flight full closed-loop color control system incorporated directly into twin ink control consoles, in-line UV lamination, PECOM process management system, fully automated plate hanging system, computerized plate scanner, remote ink control system, computerized register controls, pattern perforator, scoring attachment, rotocut Vits sheeter, Scheffer pre-folder and manroland combination folder with pinless 4 and 8 page folding module, Gämmerler trimmers.

The manroland Rotoman 2002 and 2003 include a Planatol fully computerized gluing system with 9 heads and 2 water softeners.

Interested in moving parts? Use your phone to see the press in action.

SHEETFED PRESSROOM
manroland 2010 R700 Direct Drive 28" x 40"
- 6-color press with aqueous coater with electronic direct drive plate changes and on-the-fly print length adjustments.
- Advanced color management technology featuring In-Line Color Pilot and Brunner Instrument Flight System. Quick change color and APL (automatic plate change system) provide the fastest make-ready in the industry providing increased capacity and improved productivity.

Heidelberg CD 105 28" x 40"
- 8-color presses with interdeck UV drying and UV coating. Aqueous tower coater and extended delivery. Advanced color management technology featuring CPC21 diagnostic system (2)

Heidelberg CD 102-8+LX 28" x 40"
- 8-color press with aqueous tower coater and extended delivery. Advanced color management technology featuring Prinect CP2000 console, fully automated autoplate technology, and networked spectrophotometer CPC21 diagnostic system

Heidelberg SM52 14" x 20"
- Small 6 color press with a perfecting unit after the second unit.

Ink Room
- In-house ink manufacturing department operates 24/7.

SA

BINDERY & FINISHING DEPARTMENT

Clifton, NJ

BINDERY

- Computerized cutting machines (2)
- Bell and Howell Mailstar 450 – 6 station Inserter (2)
- Jogging machines with air removal rollers & on sheet counting scales (2)
- 6 head drilling machine
- Scoring & perforating machines (2)
- 5 pocket + cover Mueller high speed computerized stitcher with 4 and 5 knife trimmer
- 5 pocket + cover Mueller stitcher with 4 and 5 knife trimmer
- Lake Imaging Intergravision System (2 pocket Camera System)
- Bobst Diecutter 102SE
- Dick Moll Folder/Gluer with final fold plus Versa Fold
- 30" Versa Fold plus feeder (2)
- High speed folding machines 4 - (26") 1 - (30") with crushing units & right angle section split guides included. Folding plate configurations up 8 plates for Pl folding
- Fully and semi automatic shrink machines with tunnels (3) Tabbing machines, auto paper bander, security shredding and compacting equipment

- Hand stitchers with 2 heads (4)
- Hot melt fugitive glue unit (2)
- Horizon BQ270 Automated Perfect Binding System

FINISHING

- Horizon BQ270 Automated Perfect Binding System
- Unibind XU138 Photobook Hard Cover Binding System
- Duplo System 5000 Collating & Bookletmaking System Duplo DSF-2000 Document Sheet Feeder
- RCS20 UVAL-UV Coater
- Kompac 20" UV coating press
- Iron HT 400 presses (4)
- Formax Inserta
- Baumfolder
- Morgana Digifold
- Morgana Autocreaser 50's (2)
- Rhino HD 7000 Wire-O Punch System (2)
- Wire-O binding
- Bobst Diecutter 102SE
- Dick Moll folder/gluer with final fold
- Ultra Pad padding press
- Shrink wrapping system
- Rosback perforator/scorer
- Bell and Howell Mailstar 450 - 6 station inserter (2)
- Lake Imaging Intergravision System (2 pocket camera system)
- HP In-Line High Speed Monochrome Inkjet
- Challenge Titan 200 paper cutter

SA

DIGITAL SOLUTIONS
Digital Printing, Variable Data Imaging and Data Base Management

Clifton, NJ

Our direct marketing clients look to us for unique, highly flexible and effective formats for their direct marketing campaigns. Especially 1:1 marketing solutions that deliver the most personalized, relevant messaging, offers and images. Our specialization includes: high yield direct mail events combined with full-scale email efforts, loyalty programs and automated marketing campaigns that leverage data driven technology.

VARIABLE DATA WEB TO PRINT MAILING SOFTWARE

- XM Pie Suite: Create/Uproduce/Uimage/Uplan Smart Stream/Yours Truly
- Printable/Fusion Pro
- Creo Darwin
- Printshop Mail

DIGITAL PRINTING

- HP Indigo10000 Digital Presses (3) only company with three presses at single location. Max Digital Press Image size: 29.1" x 20.1"; stock weights for 45# to 150# cover, up to 7 colors.
- Canon IR5051
- Press Sign Process Control Software

COMPUTER PROCESSING

- MAC workstations (3)
- Apple X Raid Server 1.7 TB
- Complete font and program library
- EZ File Upload System (FTP, You Send IT)
- Web-based online proofing system

Want to see the whole setup? Use your phone to see all the bells and whistles.

View more with layar
See back inside cover for instructions.

SA

DIRECT MAIL

St. Petersburg, FL

Sandy Alexander's direct mail facility provides full web presses with in-line finishing and in-line ink jetting. Located in St. Petersburg, FL, the facility is one of the most modern and efficient operations available for producing an in-line finished product and serves the direct mail and general commerical markets.

PREPRESS
- Apple Macintosh workstations (3)
- Artwork Systems Nexus Processor & RIP
- Apple Xserve SeverApple Xserve RAID

CTP PLATEMAKING EQUIPMENT
- Kodak/CREO Trendsetter 800 II Quantum Spectrum
- Kodak/CREO Trendsetter 800 II Quantum
- Kodak/CREO Print Console workstations (2)

PROOFING EQUIPMENT
- Epson Stylus Pro color proofers with K3 ultrachrome ink (3)

PRESS EQUIPMENT
- Heidelberg/Harris-M110- 6 unit heatset web press. 26.5" max width with 17.75" cutoff. Delivery capabilities include sheeter and finishing line.
- Heidelberg M600- 6 unit heatset web press. 38" max width with a 22.75" cutoff. Delivery capabilities-finishing line.
- Heidelberg/Goss M600- 7 unit heatset web press. 38" max width with 22.75" cutoff. Delivery capabilities include sheeter and finishing line.

IN-LINE FINISHING CAPABILITIES
- Pattern Gluers - For pattern glue and scratch-off material
- Die-Cut Units - For windows, special effects, contours, flaps
- Ribbon Deck-Up - For up to 4 ribbons from 1 web - can be stacked in any sequence and can turn over
- Pocket Gluer Folder - For gluing and forming two envelopes
- Portable Glue Unit - For special applications
- Folding Stations - Can fold up or down, from 1" to 18", can create 4-7 folds depending on the press
- Scenting - Wide variety of in-line scenting applications include Snap and Burst and Scratch and Sniff
- Rotary Cutter - For odd shape cuts and special effects
- Closed End Mailer - Has the ability to create envelopes and components in one pass

INK-JET IMAGING
- Scitex controllers, capable of driving up to 8 print stations each (3) Scitex mobile RIP allowing 4 additional print stations
- Scitex print stations capable of printing at 1000 ft/min (10)
- Scitex 4- 1/4" Ink-Jet Heads (19)

VARIABLE DATA MAILING SOFTWARE MAIL TRACKING
- GMC PrintnetT Triple Suite
- Windowbooks
- Track & Trace

SPECIALTIES LIST
- Bar code printing, brochures, coupons, postcards
- FSC Certified, ISO Certified
- Graphic design services
- Mailing services
- Custom in-line finished piece design, we work with each client to create dynamic and interactive pieces

There's more to see than this. Use your phone to find out what happens next.

![SA logo]

RETAIL VISUAL MERCHANDISING WIDE & GRAND FORMAT PRINTING

Clifton, NJ

First time seeing a Durst? Scan the image above to see it in motion.

Our Retail Visual Merchandising resources are the most advanced in the marketplace providing global brand consistency, speed-to-market velocity, and on-demand flexibility; from prototype development, to manufacturing and distribution logistics. All under one roof. Specializations include: creative services, advanced marketing technology support, complete project solving, extensive library of substrates, production applications and the industry's most sophisticated campaign logistics system, making the complex world of RVM distribution, worry free.

PRINTING EQUIPMENT
Minmaki Die Sub Printer (2)

- 10' Printer

Minmaki Die Sub Printer

- 63" Printer

Durst 500 (3)

- High volume/High quality 16' roll to roll machine
- Prints at 600 DPI
- 6/C + white + 6/C
- Run 1 large roll or multiple small rolls with individual job queues

Durst 900

- High volume/High quality 8.5' flatbed or roll to roll machine
- Run rigid substrates up to 2" thick or rolls of material
- 600 DPI
- 6/C + white + 6/C
- Fully automated feed table for continuous feed of rigid material

Lambda 130 plus (2)

- Digital photographic enlargers. Produce continuous tone RGB images on light sensitive photographic material. Output images at either 200 or 400 LPI. Produce prints that are 50" wide by the length of the roll of material (164').

Lightjet 5000XL

- Same characteristics as the Lambda.Can produce prints that are 72" W by 120" L. Output resolution of this unit is either 200 or 300 LPI. Continuous tone so it provides a smoother image than inkjet.

Klieverik

- 10' Heat Transfer Printing Calendar Machine

FINISHING EQUIPMENT
AGL 64" and 80" laminators

- Mounting, laminating and encapsulation. Have heated top and bottom rollers in order to do hot lamination. Can mount to various substrates up to 2" thick.

Kongsberg XP-24-I-Cut Digital Die Cutter

- High speed cutter/router capable of cutting rigid and roll to roll substrates.
- Designed for 24/7 production
- 66" X 120" routing table

Fotobo X/Y Cutters (2)

- Machines are fully automated and do accurate X/Y cutting of the roll material printed on the Durst Printers with proprietary registration marks.

Durst XY Cutters (3)

- 3 units allows us to fully auto cut prints as small as 5" X 5" and up to prints that are 48" X 96".

70' Miller Weldmaster with In-Line Grommet machine

- Hot air welder for finishing of vinyl banners and billboards. In-line grommet machine allows for simultaneous welding and grommeting.

50' FIAB 800

- RF Welder for finishing of vinyl banners, billboards and select fabrics.

Sewing Machines (3)

- Matic Plus Sewing System
- Juki Sewing Machine
- Industrial machines for finishing fabrics, vinyl, Tyvek, etc.

SA

FULFILLMENT & KITTING

Clifton, NJ

Sandy Fulfillment is Sandy Alexander's high security/high volume fulfillment and kitting center. This includes a warehouse with racks and key card access for security that can be linked to an online store front for ease of use. Our center can handle projects requiring a web-based real time inventory tracking system that utilizes web-based bar coding technology.

A print-on-demand (POD) system prints and fulfills material when needed reducing your cost, inventory, and providing updated material on a timely basis. POD reduces obsolete material resulting in a positive impact on the environment.

Unlike most hand assembly processes, we scan every personalized component. and track them in our database. Scan this image with your phone to see.

SERVICES INCLUDE
- Order placement via phone, e-mail, and online cataloging
- Mailing data processing/cleansing
- Pick, sort, collate, insert, basic assembly/disassembly, pack
- Print-on-demand basic printing (labels, letters)
- One-to-One variable data printing for high level personalization
- Sourcing envelopes/corrugated shippers, etc. for special mailings
- Shipping, mailing
- Returns & restocking management
- Obsolete/unwanted inventory disposal
- Reporting: inventory levels, shipping activity, returns, back orders

View more with (layar)
See the next page for instructions.

SA

INTERACTIVE PRINT TECHNOLOGY

Interactive print technology, also referred to as augmented reality, provides the capability to bring printed pieces to life by allowing them to become interactive and digitally manipulatable.

HOW IT WORKS:
Some of the images in this brochure have been enriched with augmented reality and contain digital content that you can view using your smartphone.

Follow the steps below to view this content.

Step 1: Download the free Layar app for iPhone or Android.
(You can also scan the code to the left.)

Step 2: Look for pages with the Layar Logo.

Step 3: Open the layar app, hold the phone above the page and tap to scan it.

Step 4: Hold your phone above the page to view the interactive content.

AUTOMATED MARKETING

CROSS PLATFORM COLOR MANAGEMENT

MULTIPLE PRINTING PLATFORMS

DIRECT MAIL

ONE PRODUCTION RESOURCE

MARKETING SOLUTIONS

SUSTAINABILITY

SALT STUDIOS

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