



Contact: Matt Kocher
Tel. 717.692.5262
Email. matt@thinksdp.com

FOR IMMEDIATE RELEASE

SDPcreative Adds New Print Technology

SDPcreative, a leading communications firm in the capital region, has added a new commercial digital press to its equipment profile, bringing some of the newest technology available in the print industry to the Harrisburg area.

Aside from standard digital printing, the computer-run machine also offers high end finishes and varnishes, security ink options, enhanced in-line bindery and finishing options, and more.

"Digital presses have always been great for short run color and variable printing, but this new machine unlocks a whole new world of opportunities for our customers," states Matt Kocher, Vice President of SDPcreative. "In addition to an enhanced final product, the press also runs incredibly efficiently, which helps us ramp up production and save energy," he adds.

Capable of producing everything from business cards to 120 page booklets in one pass through the digital press, SDPcreative customers can let their imaginations run wild with these new possibilities. "We work with a broad array of customers, each one with unique identities, communication strategies, and budgets," notes Kocher. "Our new digital press affords our customers untapped ways to communicate with their publics through print and direct mail marketing," he says.

SDPcreative's in-house graphic design team is also enjoying the seemingly endless possibilities the new digital press brings. "Priority number one for our design team, when designing a print piece, is to ensure the piece will look as good on paper as it does on a screen. We never want to design something that is virtually impossible to print at the quality we expect and our customer expects. With our new press, that's no longer a problem," Kocher says with a smile.

To learn more about SDPcreative, it's services and it's capabilities, visit thinksdp.com

SDPcreative is a highly respected communications company located in Millersburg, PA. Founded in 1970, they have served clients across the country with a broad array of services including graphic design, web design, commercial printing, direct mail marketing, SEO and Adwords management, marketing strategy, and more.

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