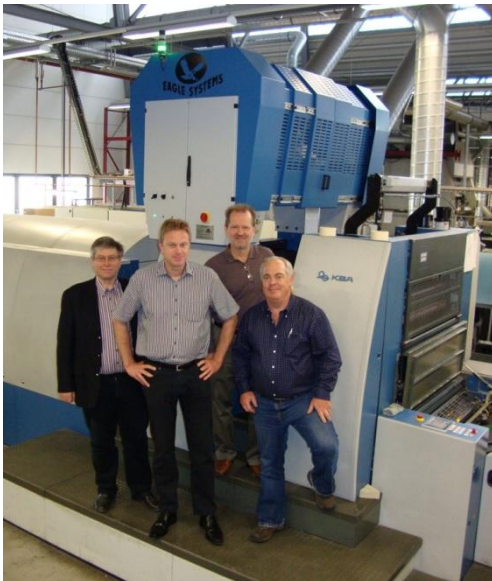


GRAPHIC ART SYSTEMS INSTALLS EAGLE FOILING SYSTEM AT NICKERT DRUCKVEREDELUNG

Cold foiling sets them apart from their competition

(Ocean, NJ, January 27, 2012) – Graphic Art Systems, Inc, the leading developer and manufacturer of foil enhancement equipment for the printing industry for over 20 years, announced that it has completed the installation of its Eco-Eagle Cold Foil system at Thomas Nickert Druckveredelung,



Left to right: Herbert Preissler, Nickert Druckveredelung project manager; Thomas Nickert; president of Nickert Druckveredelung; Michel Fiaux, who oversees the European operations and worldwide business development for Graphic Art Systems; and Mike King, president of Graphic Art Systems; surround the new installation of the Eco-Eagle Cold Foil system

Eagle Systems really proved a difference

Before Nickert Druckveredelung purchased its cold foil system from Graphic Art Systems, the firm performed extensive studies and months of due diligence to ensure that it was selecting the right supplier.

“After extensive research, it was clear to me that Graphic Art System’s Eco-Eagle Cold Foiling system is the most technologically-advanced machine on the market,” said Thomas Nickert, owner of Nickert Druckveredelung. “We feel that cold foiling will be a profitable additional service that will set us apart from our competition and provide our customers with an attractive process in terms of cost and graphic possibilities.”

Previously, Nickert Druckveredelung offered hot foiling to its customer base on its Eagle System 4900 hot foiling system built in 1998. Hot foil stamping is a process where foil is applied to paperboard or paper by using high temperature and pressure. This process requires two separate production steps: offset printing and adding a foil layer in a hot foil stamping machine. Cold foiling, however, can be performed in one single step with the printing and provides an alternative to hot foil with the same high quality and better margins.

“Mike King invited me to tour his manufacturing facility in Ocean, New Jersey where he educated me on the techniques of foiling machine manufacturing,” explained Nickert. “We then visited several of his clients who already had his Eco-Eagle installed. I was able to speak with the owners of those companies who confirmed to me that they were very satisfied with their purchase.

Quick to install, Easy to operate, and it Works perfectly

They stated that the installation was done in three days, training completed in four hours and the machine started producing jobs on the fourth day. One of the pressmen gave me hands-on training on loading the foil, setting up the press and watching the results. When I asked the operator how to turn on the Eco-Eagle he replied, ‘The machine knows when to start. It’s all electronic. It’s the smartest machine I have ever worked on. There are no adjustments. It adjusts itself. Amazing!!!’

“Thomas Nickert did his homework. He visited other companies who had foiling machines not manufactured by Graphic Art Systems, Inc and learned for himself how our technology made us the leader in foiling equipment,” said Mike King, President and CEO of Graphic Art Systems, Inc. “I have over 35 years of experience in the design and manufacturing of foil enhancement equipment and that is all we produce making us the leader in this field.”

Technology and experience make a big difference

Graphic Art Systems, known as “The Foil Experts,” has been the leader in the design and manufacturing of retrofit hot foil stamping equipment for over 20 years. Its Eagle Systems® equipment has dominated the hot foil market with hundreds of installations worldwide. Recently Michael King, owner of Graphic Art Systems, applied his decades of specialization in foil enhancement equipment to the development of the Eco-Eagle Cold Foil System for sheet-fed offset presses. The Eco-Eagle is the most technologically-advanced,

versatile and cost efficient cold foil system in the world.

The environmentally friendly Eco-Eagle uses less power than a hairdryer to operate and was designed to eliminate foil dust caused by machines using the old dancer roller system. It has the ability to run unlimited multiple narrow webs of the same size or different sizes, or one large web depending on the job. The Eco-Eagle is operator-friendly, requires no mechanical, electrical or computer adjustments and can be retrofit to new or existing 28-inch up to 80-inch sheetfed offset presses from major press manufacturers. Installations typically are achieved between three to five days and production is running by the sixth day.

About GRAPHIC ART SYSTEMS

Michael B. King, president of Graphic Art Systems, has been the producer of the Eagle brand of retrofit hot stamping and cold foil enhancement systems for over 20 years. The Eagle brand of foil equipment has over 350 installations in more than 15 countries. Graphic Art Systems is headquartered in Ocean, NJ where all R&D, manufacturing and production of its Eagle systems is performed. The Eagle system products offered today are for both the hot and cold foil markets..

About NICKERT DRUCKVEREDELUNG

Though the company Thomas Nickert Druckveredelung was established as a trade finisher in 1996, the name is known in the industry since 1902 when the Nickert bookbinding company was founded. Today it is a modern service provider in the areas of UV coating, varnishing and film lamination.



Left to right: Nickert Druckveredelung's: Thomas Krafsccheck, pressman; Herbert Preissler, project manager; and Marco Zeunert, pressman

Related websites:

www.graphicartsystem.com

<http://www.nickert-druckveredelung.de/>