

Valmark Industries, Inc

7900 National Drive • Livermore, California 94550 • Ph. (925) 960-9900 • Fax (925) 960-0900

VALMARK INDUSTRIES LAUNCHES DIGITAL PRODUCTION CELL

Livermore, CA: Valmark Industries, Inc. (a subsidiary of Jordan Industries, Deerfield, IL) is pleased to announce that it has successfully installed an HP Indigo™ S2000 6 Color Digital Printing Press. Additionally, the Company has purchased a high speed FlexPro™ Laser Cutter from Preco Industries, Inc.

Forming the core of Valmark's Digital Production Cell, the HP Indigo™ press and the FlexoPro™ laser processing system provide the capability to print and process low cost, exceptionally high quality membrane switch graphics in industry-leading turn around time. Additionally, the visual quality of digitally printed graphics gives our customers design options that were previously unavailable with any other conventional print technology.

Digital printing using the HP Indigo™ press is incredibly streamlined when compared to conventional screen printing – eliminating the need for films, plates, screens and multiple pre-press steps. Screen printing requires the set-up and print processing of each individual color of a particular overlay – thus, an 8-color overlay requires eight separate printing cycles. Digital processing reduces each of these to only one step – all colors are applied in one single pass. Valmark can then quickly process the graphics directly with the digital cell's high-speed laser cutter.

As a result of this synergy in digital fabrication, the time required between order and delivery for many graphics and membrane switches can be reduced in comparison to standard print and cut technologies. This provides Valmark industry leadership in speed and accuracy for new and repeat orders, whether they are rapid prototype or production quantities.

The style and imagery of the graphics that can be produced using digital technology are far superior to those available through conventional screen printing. The HP Indigo™ allows our staff to recreate graphics on polyester and polycarbonate with exceptional resolution, giving our customers the option of adding dazzling, bright colors and gradients that will deliver visual appeal and clarity to any graphic overlay.

Wade Wilson, Valmark Industries' VP of Operations and Strategy, states: "The introduction of these technologies are revolutionizing our industry by bringing the customer significantly closer to the finished product. With the advent of digital print and high speed laser cutting we can realize almost any idea or concept that a product designer can create without being limited by the laws of physics inherent in traditional screen-print and die-cut technologies."

Valmark Industries, Inc. is an ISO 9001/2000 certified industry leader in the engineering, design, manufacturing and testing of graphic overlays, membrane switches, key panel assemblies, EL lamps, EMI & RFI shielding and printed compliance labeling.

