

PRESS RELEASE

Date: February 2010

For RELEASE: Immediate

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SMART
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DM

COVER-ALL expands colour capacity with iGEN 4

Scarborough, Ontario – January 2010 – Cover-All Computer Services Corp. and its wholly owned subsidiaries PostLinx and SMART DM have finalized the installation of an iGEN 4. The iGEN 4 is in addition to the current iGEN 3 which is operational at the Birchmount Facility.

Clients of all three divisions have been taking advantage of the combined services within the Cover-All group by leveraging the data skills, variable colour and post-imaging services such as saddle-stitching, self-mailer creation, simple folding or selective insertion on one of our intelligent inserters. There would be few service providers in the Canadian graphic arts industry that would have all these services under roof and even fewer whose past and experience is truly rooted in the effective management and use of data.

Mike Coverdale, President commented: “The trend towards customization continues as more Clients are now creating communication pieces that are variably imaged to reflect their individual Customers’ needs, tastes, demographics or a combination thereof. As the marketplace evolves, our organization is investing in equipment and resources that support intelligent and compelling communication. This dovetails nicely with our application development department whereby we create applications to capture responses and information over the web or through other channels.”

The iGEN 4 takes variable colour to the next level with vibrant image quality and advanced color management tools that ensure consistent, high definition color images. Inline spectrophotometer automates color adjustments and calibrations to consistently deliver superior image quality and spot color accuracy on a wide array of paper stocks including coated, uncoated, textured, smooth, and specialty; and the largest cut-sheet size of any digital color press. As well as helping to reduce environmental footprint with non-toxic dry inks, minimized waste, and 97% recyclable or re-manufacturable components.

For further media information please contact John Leonard 416.354.4210

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