



**For Immediate Release**

***LABELXPO Americas 2006***

***RIPit Booth No. 6326***

***Anderson & Vreeland Booth No. 717***

## **RIPit Imaging Systems and Anderson & Vreeland Bring High-Quality, Economical CtP to the Flexo Market**

### **Flexo CtP Solutions to be Unveiled at Labelexpo, Include Reliable FlaserLaser Platesetters and New OpenRIP Flexo 5.0**

**Citrus Heights, CA – September 6, 2006 – RIPit Imaging Systems, Inc. and Anderson & Vreeland, Inc. fulfill the need for high-quality, yet affordable, direct to plate flexo, a specially-engineered combination of RIPit's OpenRIP Flexo 5.0 software and Anderson & Vreeland's FlexoLaser Series Platesetters. It will be shown at RIPit's booth #6326, and Anderson & Vreeland's booth #717, during Labelexpo, September 11-14 in Chicago.**

RIPit's award-winning workflow automates prepress production and streamlines platemaking. RIPit-engineered exclusive screen sets, specifically optimized for the FlexoLaser series, provide a sharper dot and cleaner halftones; resulting in printable highlight and shadow dots.

"The flexo market rightfully expects that sophisticated technologies will come down in price," says Lenny Mizusaka, North America Flexo Division Sales Manager for RIPit. "That time has come, because we've combined the best of both worlds in FlexoCtP. Anderson & Vreeland's hardware and our software mesh together beautifully in what tests show to be a very easy to install, elegant, and cost-effective system."

Anderson & Vreeland's Paul Zeinert, FlexoLaser Product Manager, says, "Both our current, as well as prospective, FlexoLaser Piccolino, Piccolo, and Medio customers will see their productivity increase exponentially with RIPit's famous technology. We are happy to bring our customers a RIP product that allows them to maximize our CtP line's potential in terms of speed and quality both."

#### **OpenRIP Flexo 5.0**

RIPit's OpenRIP Flexo 5.0 delivers a new level of workflow automation with a wide range of features and performance enhancements designed to increase prepress production and accuracy. OpenRIP Flexo 5.0 is an Adobe® PostScript® 3™ RIP, which makes it easy to handle complex digital files and output to multiple devices.

OpenRIP Flexo 5.0 features RIPit's exclusive SmartDie function that handles all tedious and repetitive pre-press tasks. SmartDie will automatically apply pre-assigned output specifications such as "step & repeats", plate distortion, and traps and bearer-bars for increased productivity and accuracy. The

**more...**

OpenRIP Flexo 5.0 also includes advanced plate calibration functions, and the Multi-Device Control drives over 100 output devices natively and also offers TIFFout, PSout, RRJout, and GDIout drivers.

OpenRIP Flexo 5.0 increases print production workflow with an exclusive automated system that directs and connects each step in the workflow.

### **About Anderson & Vreeland's FlexoLaser CtP Series**

FlexoLasers are designed to achieve exceptionally high-quality utilizing multi-beam Fiber Optic Laser technology. Their maintenance-free design means low service costs and reliable/continuous production for years of service. No other production technology can guarantee the same performance on press.

FlexoLasers are compatible with all commercial ablative masked photopolymer plate materials, whether solvent or water-wash. There is no limitation to plate thicknesses. Choose from three sizes of FlexoLasers: The "Piccolino" and "Piccolo" for label and narrow web applications and the "Medio" for mid-web applications.

### **RIPit's Long Record of Success in Flexo**

Founded in 1989, RIPit was one of the first companies to offer third-party RIP solutions to the printing industry. In 1992, RIPit developed the "AlanRIP" for Alan Graphics, the only full function die template database, with full distortion in a flexographic software Raster Image Processor. Several hundred of these RIPit-based flexo solutions were installed over the years. In 2001, RIPit integrated it into the RIPit portfolio, adding many new features requested by flexo customers. The result is today's very powerful OpenRIP Flexo 5.0 solution. This superior workflow solution is now the choice of many flexographic printers and trade shops around the world.

For more information about RIPit visit: [www.ripit.com](http://www.ripit.com); email: [info@ripit.com](mailto:info@ripit.com) or contact: 1-888-947-4748 in North America; + 011-46-36-35 47 90 in Europe.

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