



Crush Creative Installs The Inca Eagle H Digital Screen Printing Press.

Crush Creative bridges the gap between the traditional screen-printing and digital print worlds.

For Immediate Release

BURBANK, Calif./EWORLDWIRE/Jan. 22, 2004 --- Combining the durability, higher volume and lower cost of screen print with the flexibility and control of digital, Crush Creative continues to strengthen their position as the leader in large format printing.

A Southern California visual communications agency, Crush Creative remains committed to offering its clients cutting edge solutions. The Inca Eagle H, distributed by Sericol, was the natural choice for Crush when looking at direct to substrate flatbed digital presses. Although there are several products on the market, Crush felt the Eagle H offered the most advanced solution from every aspect.

The single greatest advantage of this flatbed digital press is its ability to print directly to virtually any rigid substrate. No prep or finishing is required. Foam core, gator board, and styrene are just some of the materials that can be directly printed onto using the Eagle H printer.

"We believe the incredible flexibility of the Eagle H is something that has always been missing in the print world," says Barry Polan, Director of Sales. "We have always been known for our creative solutions and engineering around the limitations of traditional services. The Inca will allow Crush to take that creativity to an even greater level."

Guy Claudy, President and C.E.O says, "Unlike traditional screen-printing, the Eagle H will allow us to be equally cost competitive on a single unit project or 200-unit project. With the ability to print directly to a wider variety of substrates, Crush now has the ability to compete for what has been previously considered traditional screen print jobs at a higher level of quality."

This on demand digital solution can print individual units up to 96" x 63" on substrates with a maximum thickness of 1 1/2". Multiple panels welded together can provide unlimited size and maximum impact. Using Sericol's Uvijet, UV-cured, 4-color process inks, the Inca Eagle H offers a 2-3 year lifespan for outdoor graphic applications. With the ability to print at 600 x 1200 dpi, the print resolution rivals photo quality with the brilliance and clarity of the latest in inkjet technology.

Crush Creative has been a major supporter of the creative community for over 30 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

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