

about us

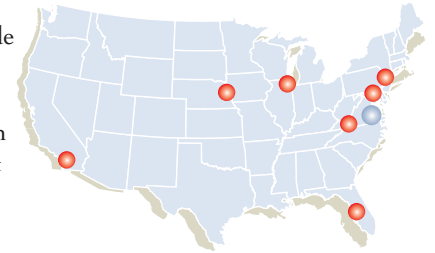


Welcome

Since 1974, American Press LLC has grown to become one of the nation's leading providers to consumer and business to business catalogers. From a start-up with two half web presses we have evolved into one of the largest privately held catalog printers in the United States. From desktop interface to distribution platform, we have grown our customer base by coupling outstanding personal service with the technology needed to deliver both quality and cost savings.

Our modern manufacturing facilities are located just outside Charlottesville, Virginia. This central east coast location establishes us in the nation's population core, making us accessible to our clients and efficient for distribution. When

you visit our plant, our customer service lounge and work area will make your time spent both comfortable and productive.



Digital Services

Our extensive prepress department creates, assembles or plates more than 200,000 individual pages per year. We are able to work with a variety of digital media with multiple options for electronic transmission. Kodak Prinergy® (formerly CREO) direct-to-plate and proofing systems allow us to exercise precise color control over our clients' digital workflow. We offer conventionally screened, continuous tone or on-line soft-proofing options based upon customer preference. Kodak Staccato 20 micron screening process is an option available throughout our pressroom. Synapse® InSite allows our customers the flexibility of remote proofing and page approvals and keeps the job visible throughout the prepress process.

Pressroom

Our high speed web presses produce a variety of products to fit your marketing needs including: Standard, letter rate, and oversize catalog pages. Closed-loop color control utilizing preset digital targets assigned in platemaking enhances color accuracy and fidelity. From press forms as small as 4-pages to as large as 96-pages our presses deliver efficient print products while maintaining precise inking control and registration. Our sales and customer service personnel are trained to offer input throughout the print process to help you to develop a catalog program that prints well and maximizes postal savings.



Bindery & Finishing

Our finishing operations include both saddle wire and perfect binding. Harris Heidelberg and Goss high speed selective demographic saddlebinders offer in-line co-mailing in weekly pools. Our off-line co-mailing weekly pools allow for catalog products from 7¾" to 8¾" wide, saddle or perfect bound. In-line and off-line tabbing machinery makes us an excellent source for letter rate (slim-jim) catalog projects.

Perfect binding capabilities allow us to efficiently deliver page counts in excess of 1,100 pages with thicknesses up to 1¾". Perfect binder speeds as much as 15,000 books per hour coupled with large format presses make us one of the country's fastest and most effective providers of multi-hundred page, four-color documents.

Distribution

Our Gordonsville, Virginia location is an overnight drive to two-thirds of the nation's population, making us an ideal origination point for national mail distribution. Daily mail pools leave our facility bound for United States Postal Service BMC, SCF, DDU and ADC locations, allowing us to maximize your postal savings in time and dollars. Using your mail.dat file, we are able to track your mailing as it arrives at the various postal units across the country. We invite you to allow planning input from your sales representative, who is equipped with postal software that will enable you to make informed decisions with regard to distribution.

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