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## **TIDEWATER DIRECT RAMPS UP CAPABILITIES WITH \$3MM EQUIPMENT INVESTMENT**

*Direct Mail Components Printer Adds Eight-Color Sanden  
Continuous-Forms Press, CTP Capabilities, Bindery Equipment*



**An eight-color Sanden Quantum 1200 web press is slated for installation at Tidewater Direct's West Branch, IA facility.**

Centreville, MD - Tidewater Direct, Inc., a direct mail components supplier with facilities here and in Baltimore, MD and West Branch, IA, has recently invested more than \$3 million in equipment and capabilities upgrades.

The equipment investment includes an eight-unit Sanden Quantum 1200 perfecting web press, which will be installed at the company's West Branch, IA facility. The press includes standard cut-offs of 17", 22" and 28" for efficient use of paper.

Additional features include inline UV dryers to allow for immediate handling, and a choice of roll-to-roll or roll-to-sheet delivery.

In addition to the Sanden press, Tidewater Direct has also installed two Fuji Sabre VX9600 computer-to-plate systems, one each at their West Branch, IA and Centreville, MD locations. The Fuji CTP systems feature a Rampage RIP, which offers in-RIP trapping and preflighting. The Sabre VX9600 can image up to 19 plates per hour at 2,400 dpi resolution, allowing both facilities to keep pace with even the highest-volume, fastest-turnaround production demands. Four 26" Stahl folding machines rounds out the \$3 million equipment investment.

According to Ken Boone, President of Tidewater Direct, such a significant investment in equipment upgrades marks a vote of confidence for the future of direct mail component production in both the Mid-Atlantic and Midwest regions.

“We’re excited at the expanded capabilities these installations will allow us to offer our customers,” said Boone. “In particular, the Sanden 1200 press will significantly enhance our continuous-forms printing capabilities, which is an area of growth for us.”

Boone, who sold Baltimore-based Direct Marketing Associates, Inc. to Harte-Hanks in 1999, is equally excited about his return to the direct mail industry.

“This is a great time to be involved in this industry,” said Boone. “To our customers, Tidewater Direct is a valued partner in the production of direct mail components; this equipment investment is proof that we’re committed to their growth.”

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**About Tidewater Direct, Inc:** *Tidewater Direct, Inc., is a provider of direct-mail components, including brochures, letters, statement stuffers, reply cards and continuous forms. The company operates out of three facilities in Centreville, MD; Baltimore, MD; and West Branch, IA., and specializes in high-volume production runs from the hundreds of thousands to 10 million and more. In addition to web offset and continuous-form printing, Tidewater Direct also includes prepress and bindery services. For more information about Tidewater Direct, please contact Ken Boone, President, at (800) 638-1190, or [kboone@tidewaterdirect.com](mailto:kboone@tidewaterdirect.com).*