

IN PURSUIT OF EXCELLENCE





experience • knowledge

## AT LANE PRESS

you're placing your work in good hands. Our high level of performance is the result of years of experience. Our team of craftsmen and technicians is committed to the graphic arts and averages over 15 years of service with Lane Press. This continuity is evidence of a well-organized and dedicated group of people, working to deliver your project the way you want it, when you want it.

Lane Press has combined the latest technologies with its highly skilled workforce. This effort is supported with heavy capital investment in the best equipment available. The foundation of our pressroom is the "Heidelberg Press." Heidelberg is one of the most respected names in printing presses worldwide. In our pursuit of excellence, we also invest continually in our pre-press department with state-of-the-art technology and training. We're committed to giving you the tools you need for the best possible print job.

We understand that your printed material represents you, and we want you to look your best. That's why we pay great attention to detail. At Lane Press we produce complex work on a daily basis, including special stocks, metallic inks, solids, varnish, 4-color, close registration and die-cutting. Our account representatives also take pride in their pledge of personal service to their clients.

For these reasons, we have been selected by many organizations in the Capital Region and beyond to produce their materials. Banks, schools, state and national associations, ad agencies, universities, NYS agencies and leading businesses call upon us regularly to produce brochures, magazines, newsletters, books, pocket folders and promotional materials.



## CONSULTATION AND CUSTOMER SERVICE

You will know the pleasure of working with knowledgeable and capable people. We are proud of our technical knowledge and eager to share it with you.

We envision each project from *your* point of view. Who is the end user? What is the purpose and mission of the project? Will it be effective? How will it be distributed? What are the mailing costs? Through this approach we become partners in achieving results and satisfaction.

We can also assist you by answering technical questions in such areas as choosing inks, using varnishes, paper options, die-cutting, pre-press and electronic data transfer issues.



## DESIGN AND COMPOSITION

As a full-service printing company, Lane Press offers you a complete composition & pre-press department equipped with the latest technology. To keep pace with the needs of our clients in the rapidly changing world of composition and electronic publishing, we have both PC and Mac platforms, with a full compliment of design software, stock photography, internet and e-mail capabilities. The advantages include an ability to connect *your* computer files with *our* design and layout capabilities to produce – quickly and efficiently – your creative printed materials. We take pride in our attention to detail and the critical role we play in the success of your project.

talent • vision

On the forefront of electronic technology, we are pleased to use your computer files. You can do your own keystroking and then simply give us your files to format into professionally-designed projects.



# ELECTRONIC PRE-PRESS

Our pre-press department has both Mac and PC platforms with all of the industry-standard layout software and can output your prepared files. The pre-press department is equipped with imposition software, in-rip trapping and previewing, and AGFA direct-to-plate technology. With this equipment we have the ability to preview your job before costly plates are made, eliminating expensive and time-consuming errors.

With over 60 years of combined experience, our staff in this department finds solutions if a production problem arises, thereby ensuring the best service and value for your job. Our attention to detail in this area is especially important in saving you time and money.

If you wish, you can transfer your large files for output via our FTP site at [www.lanepressofalbany.com](http://www.lanepressofalbany.com)



## PRESS ROOM

Lane Press has five Heidelberg offset presses, ranging in size from 12x18 to 25x35. These 2-, 4- and 5-color presses produce the highest quality printed pieces in single or multi-colors. Averaging over 25 years of experience in the graphic arts, our dedicated pressmen contribute their years of knowledge and talent to your printed project.



# FINISHING DEPARTMENT/ DIE-CUTTING



A full range of services in our finishing department includes trimming, folding, drilling, numbering, padding, gluing, shrink wrapping, and high-speed book binding. We can also handle your embossing, foil stamping, and laminating.

Professional Presentation Folders, our pocket folder division, has over 250 dies in stock. We can offer you cost-effective specialty die-cutting and pocket folder conversion. We have a catalog of our dies available for you to choose from and, of course, our account representatives are happy to help you. Call for a free die catalog at (518) 438-7834.





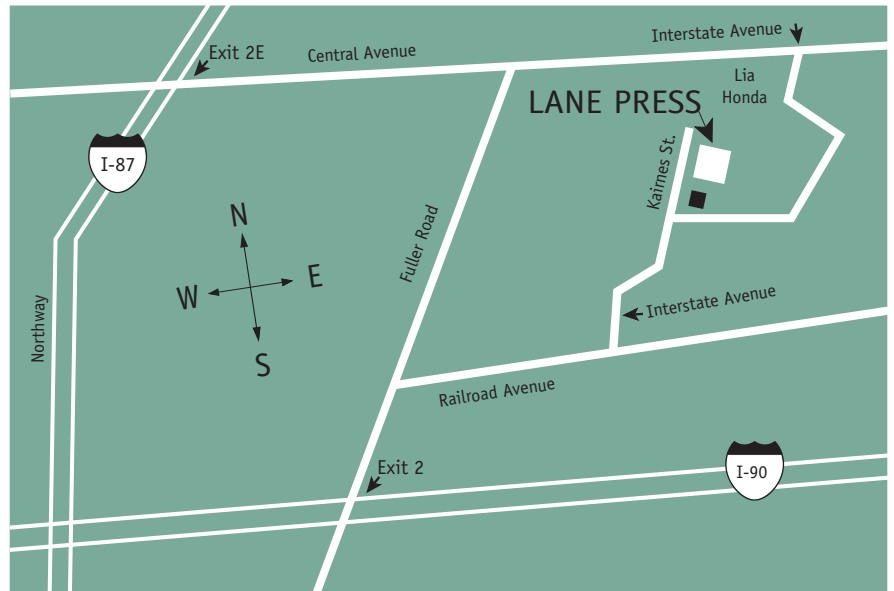
## CALL US

We'd like to add your name to our list of satisfied clients. If there is any way that we can meet your various printing needs, please give us a call.

**518.438.7834**

And be sure to check out our web site at

[www.lanepressofalbany.com](http://www.lanepressofalbany.com)



in pursuit of excellence

Lane Press is centered at the distribution hub of the entire Northeast region, serviced by major carriers.

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vegetable oil inks