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## OEC GRAPHICS TO HOST HP INDIGO 20000 DIGITAL BETA PRESS

OSHKOSH, WI – MAY 12, 2014 – OEC Graphics announced recently that OEC's Union City, California facility is to host and represent one of the three deployments of the new HP 20000 digital flexible packaging presses worldwide. This 30" wide device will allow OEC to design and facilitate new brand packaging opportunities previously denied to the flexible packaging market. By combining OEC's strengths in brand strategy and packaging management expertise with nearby laminating and converting capabilities, makes this venture unique in the global market.

“OEC Graphics is committed to staying ahead of technological innovations and packaging market trends” said Jeff Schloesser, President of OEC Graphics. “The HP Indigo 20000 will empower us to benefit from this new and groundbreaking digital packaging solution while expanding our service offerings to our varied customer base.”

This 30" wide device will allow OEC to design and facilitate new brand packaging opportunities previously denied to the flexible packaging market. HP's press technology offers access to wider brand iterations, product customizations, regionalization, variable data and low quantity runs. OEC anticipates significantly heightened visibility and access to consumer products companies by leveraging this technology to allow the brand owners to control previously inaccessible portions of the supply chain.

The press uses HP-brand ElectroInks with up to seven colors, including opaque white. It is capable of delivering print with color space never seen in the flexible packaging market. The Indigo 20000 achieves nearly 97% of the Pantone Color Gamut, allowing for design exploration that was previously constrained by traditional press technologies. The press will arrive in June and will be ready for production this summer.

*OEC Graphics is a family-owned, industry leader in pre-media, flexo platemaking, facilities management, display graphics and brand management. With headquarters in Oshkosh, Wisconsin, OEC operates multiple facilities across North America. OEC specializes in custom technology solutions for our customers. For more information visit: <http://www.oecgraphics.com>.*

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