

## Speedfast Color Press Chooses Airesys Intraprint MIS system



Mark Caines – President of Speedfast

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– Airesys Inc. is proud to announce the implementation of an Intraprint print management system at Speedfast Color Press Inc., one of Alberta's largest sheetfed printing companies. Intraprint provides the Edmonton-based printer with fully integrated management software tools including optimised estimating, production, accounting, and CRM functions within one comprehensive MIS system, designed exclusively for the printing industry.

"Intraprint is the most robust, complete MIS system we looked at," says Mark Caines, president of Speedfast Color Press. "The fully integrated package is dollar-for-dollar the most functional and comprehensive MIS system we evaluated."

Olivier Heu, president of Airesys, said, "We are pleased to have a customer like Speedfast that recognizes the time-saving and revenue-enhancing opportunities that are possible when using the Intraprint software suite." He added, "The North American marketplace is now starting to witness the power of Intraprint, just as our many European clients have seen for years."

According to Jerry Coogan, sales manager, Airesys, "Speedfast's acquisition of Intraprint will help the company maintain its strong position in the Alberta marketplace by enhancing its sales and production efficiency and by improving the customer experience through the generating of immediate estimates."

Speedfast Color Press has begun implementation of the full Intraprint package, starting with the optimised estimating, CRM, and order entry modules. Working closely with Airesys trainers and technicians, Speedfast plans to have the final module – the Intraprint Web Solution (IWS) in full operation by July, 2005. The Canadian pioneer of the IWS module, Speedfast will be able to allow select, contractual customers to obtain their own price quotations and track their own jobs through the Internet.

The Speedfast installation also represents the first Canadian adoption of Airesys' two newest and most advanced modules within the Intraprint system: JDFActiveLink and Intraprint Web Solution.

The JDFActiveLink module links Speedfast's Heidelberg presses and its Fuji Rampage pre-press system directly to the MIS system using JDF technology, enabling all relevant job information to be collected and fed directly into the software when a new job is created as well as at each stage of production.

The full-suite Speedfast implementation represents the most advanced and comprehensive Canadian installation of Intraprint to date.

#### About Speedfast Color Press

Speedfast Color Press Inc., based in Edmonton, Alberta, is one of Alberta's largest sheetfed printing companies, offering superb colour printing, innovative graphic design, and expert colour separation and film preparation. Speedfast also provides creative direct mail services that include duplex variable imaging, inserting and inkjet addressing, as well as database management. The 80-employee company enjoys annual sales exceeding \$14 million.

#### About IntraPrint

Intraprint is the most comprehensive print management software suite for printing, bindery, prepress, and packaging companies. The optimised computer-generated estimating module is the backbone of the Intraprint system, allowing printers to instantly determine the most cost efficient production solution for any print job. In addition to the estimating module, the Intraprint system consists of fully integrated CRM, production planning, job ticket, scheduling, job tracking, budget control, invoicing, accounting, and e-commerce modules.

Intraprint is installed in over 250 printing and printing-related companies in over 15 different countries worldwide.

#### About Airesys Inc

The founders of the European enterprise Aire informatique created Airesys Inc. in 2000 to distribute the Intraprint software package in North America. Based in Montreal, Canada, the Airesys team is also devoted to the Research and Development of the Intraprint software product. Airesys/Aire informatique employs 35 staff and has annual revenues exceeding \$3,000,000.

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