



**Press Release
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Amerikal Revamps Web Sites to Enhance User Experience
Graphics Used to Support Copy and Explain Sustainable Print

WAUKEGAN, III. (July 9, 2008)...Amerikal Products Corporation has launched two newly designed web sites to enhance user's experience and better explain sustainable print and packaging. To view the new and improved sites, visit www.amerikal.com and www.genesischemistry.com.

"The shift to sustainable print and packaging has occurred and more printers are looking for ways to get in compliance or make their pressroom environmentally responsible," said Bob Danielson, Jr., vice president of business development. "For years, we've been solving industry problems and making the manufacturing and printing process more sustainable. Now, printers, consumers, print buyers and end users are more aware of their choices. They are using the internet for research and we wanted our web sites to clearly communicate what we do and how we're helping printers become sustainable."

The new Amerikal site features better navigation to allow visitors to easily find information, enhanced training presentations, as well as custom graphics and photography throughout to visually explain the printing and packaging process. The graphics provide a quick glance into the company's goals, mission and vision. The new site also features a presentation on sustainability that addresses what Amerikal has been doing for nearly 20 years to be a sustainable business and how they can help printers improve their operations.

"Sustainability is a relatively new concept to many printers and companies," said Danielson. "At times, it can be hard to decipher between companies who are green washing and those who truly are providing viable green products and solutions. The goal of our new site is to differentiate ourselves from the competitor and provide visitors with real-life examples of how we've been able to positively impact the industry."

The new Genesis Chemistry site is better organized to help visitors learn about the four main product lines (fountain solutions, blanket and roller washes, metering chrome and roller cleaners and specialty pressroom chemistry). A new page was added to focus on Amerikal's commitment to safe and sustainable packaging and custom graphics and photography are used to support content throughout. Interactive training presentations will also be added.

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“Both sites were designed with our customers in mind,” said Danielson. “Sustainability in the pressroom can be complicated, but we’ve tried to make it simple by explaining the benefits of running sustainable pressroom chemistry and using graphics to enhance our messaging.”

The web sites were designed by [HD Communication Solutions](#) in Phoenix, Ariz.

About Amerikal

Since 1989, Amerikal Products Corporation has been committed to designing and engineering process management equipment to reduce costs and improve productivity in pressrooms worldwide. The company also offers printers a full line of sustainable pressroom solutions called Genesis®. Amerikal’s comprehensive approach to training and implementation helps printers reduce waste, pollution, energy costs and eliminate hazardous chemicals from their facilities.

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