



**Press Release
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Genesis to Begin Offering Fastprint
New Product Promises Safe and Simple Solution

WAUKEGAN, III. (July 27, 2007)...Amerikal Products Corporation, through its Genesis® division, is pleased to introduce Genesis® Fastprint, a new dampening roller desensitizer and conditioner that improves start and restart times, prolongs the life of rollers and eliminates the need for hazardous metering and chrome roller cleaners in the pressroom.

“Metering and chrome roller cleaners are some of the most hazardous chemicals in a pressroom,” said Robert Danielson, Jr., vice president business development for Amerikal. “There are not many facilities that would choose to continue utilizing MRC, if they knew how dangerous the chemicals were. Fastprint was specifically developed to address this industry problem and offer printers a safe solution.”

When used with Genesis® BRIGL Wash, a universal blanket and roller wash, Fastprint eliminates the need for multiple blanket and roller wash products and completely eradicates the need for metering roller cleaners (MRC). Genesis® BRIGL Wash can now be used to clean both ink and water rollers with Fastprint applied as a final rinse to the dampening rollers.

To use Fastprint, printers simply spray a line or two directly between the rotating dampening rollers to desensitize and condition them to accept water. Fastprint can be used in any printing facility regardless of the ink or curing methods and effectively works in all lithographic printing applications.

Fastprint was in beta-testing for the past 12 months. Premier printers who are currently using the product are experiencing less ink feedback into the dampening system, lower water settings, reduced start-up waste and prolonged roller life. Additionally, Fastprint has no negative effects to acidic fountain solutions.

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“We know our claims might sound outrageous to some printers,” said Danielson. “But, Fastprint is just another example of a product that improves productivity without compromising the health and safety of employees and the community. For 18 years, Amerikal’s been committed to developing safe and effective pressroom chemistry. We don’t wait for our competition to react; we set new industry standards driven by our goal of sustainable print.”

Like all Genesis® products, Fastprint sets a new standard for environmental pressroom chemistry. It contains zero volatile organic compounds (VOC’s) and zero SARA Title 313 or Hazardous Air Pollutants (HAP’s) chemicals.

Based in Waukegan, Ill., Amerikal Products Corporation, through its Genesis division is the recognized leader of environmentally responsible pressroom chemicals. Founded in 1989, Amerikal is committed to improving customer’s productivity and profitability by developing products and equipment designed to preserve natural resources by reducing consumable usage, waste streams and energy costs while maintaining a safe and productive environment.

To learn more about Genesis, please visit www.genesischemistry.com or contact Robert Danielson, Jr. at (847) 244.3600.



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