



SWOP NEWS RELEASE

FOR IMMEDIATE RELEASE

September 19, 2004

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SWOP Completes Successful Certified Press Sheet Run

Plan launched to partner with Manchester Industries on nation-wide distribution program

Synopsis: *SWOP, Inc. announces the successful completion of their Certified Press Sheet run on 60# Monterey Gloss, a SWOP approved paper stock. Plans are launched to partner with Manchester Industries to provide paper stock access, and help increase awareness and build industry compliance of the SWOP Specification.*

SCOTTSDALE, AZ (SPECTRUM Conference) – September 19, 2004 – SWOP® (Specifications for Web Offset Publications), a leader in the graphic communications and publication printing industries charged with ensuring consistency and quality of material in publications, announced today the successful press run of SWOP Certified Press Sheets on 60# Monterey Gloss, a SWOP approved paper stock. These sheets will now be certified by SWOP and available for sale in the next 30 days, both individually and also as components of the SWOP Digital Calibration Kits.

SWOP, Inc. has chosen Manchester Industries as a converter of 60# Monterey Gloss, a SWOP approved paper stock. Together, they will work closely with Tembec Paper Corporation, the paper's manufacturer, to ensure an adequate supply of proofing stock for advertisers wanting to submit proofs in compliance with SWOP Specifications. An industry-wide distribution plan is already in effect, and material is inventoried throughout the United States.

George Leyda, SWOP Technical Committee Chair reports, "60# Monterey Gloss meets all proofing stock requirements as published in the current edition of the Specifications for Web Offset Publications. We chose Monterey Gloss as a reference sheet because it's a high quality #5 groundwood sheet that's available in 60# weight, contains minimal brighteners, and it tested well in both sheetfed presses and digital proofing systems. After a full review of this paper's characteristics and a recent successful run of center point SWOP Press Proofs on the Monterey Gloss sheet, the SWOP Technical Committee has determined that a visual

comparison to the center point Certified Proof shows only a slight difference in background brightness (about 1 point) and a slightly more neutral appearance when compared with Textweb, a former SWOP approved paper stock that is no longer available.”

SWOP was given a solid commitment from Manchester Industries regarding both paper availability and support in educating the marketplace. Nubar Nakashian, SWOP Chairman adds, "It is important for SWOP to select the appropriate distribution partners for this stock, so that it will be available nationwide. Manchester Industries supports both a large network of regional paper suppliers who will ensure access to the paper and a trained sales force who can help facilitate compliance among advertisers submitting SWOP proofs to publications.”

“We are happy to partner with SWOP in this distribution strategy,” states Ken Aspinall, President, Manchester Industries. “We intend to maintain an inventory of the SWOP proofing stock in several different roll widths, providing the flexibility to convert to standard stock sizes or special sizes upon request. In addition, we have designated a special customer service representative for SWOP who can provide contact information for various paper suppliers in a wide range of locations. Normal lead-time should be 3-5 days from the time an order is placed. Our goal is to provide the highest quality levels and to facilitate distribution to ultimate end users through the vast working relationship we have with the merchant community.”

For additional information about SWOP paper stock criteria, please refer to the 9th Edition SWOP Specifications, "SWOP for the New Millennium." For updates on the distribution and availability of the paper, please check the SWOP website at <http://www.SWOP.org/>. To receive samples and ordering information, contact Yvonne Blessing at Manchester Industries (800.368.4001). To order SWOP Certified Press Sheets and Calibration Kits, visit: <http://www.printtools.org/>.

About SWOP

Specifications for Web Offset Publications (SWOP) was initiated in 1975 as a response to the printing industry’s need for uniform specifications and tolerances to ensure consistency and quality of material in publications. Over the past 29 years, SWOP has become a major factor in the publication printing industry. Most recently, SWOP has become affiliated with IDEAlliance and GRACoL in an effort to build a coalition supporting the coordinated development of specifications and guidelines, certification programs, software tools, educational seminars, and peer support networks for print media. For additional information about SWOP, Inc., visit the SWOP website at <http://www.swop.org/>

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About Manchester Industries

For the past 26 years, Manchester Industries has been involved in the converting of paper and paperboard products for distribution through the merchant community. With plants in Pennsylvania, Virginia, Indiana, and Texas, our proximity is excellent to major markets for just-in-time service. Our four locations have over 400,000 square feet of manufacturing and warehousing space, house 12 precision sheeters and 4 make carton packing lines. Through our partnership with our suppliers and the effort of our dedicated staff, we strive to provide the highest level of quality to our customers. For further information, please contact Yvonne Blessing at 800.368.4001 ext. 311.

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SPECIFICATIONS FOR WEB OFFSET PUBLICATIONS

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