

FOR IMMEDIATE RELEASE

OLD-FASHIONED CRAFTSMANSHIP GUIDES CUTTING-EDGE TECHNOLOGY TO PRODUCE CHET ATKINS BOOK

The Country Hall of Fame recently completed an exhibit on Nashville's own, "Mr. Guitar," Chet Atkins. The companion piece book, titled for the exhibit, Chet Atkins, Certified Guitar Player, was printed by Lithographics, Inc., a family-owned printer serving the Nashville community for the past 36 years.

Lithographics has a well-deserved reputation as a top-notch printer with a talented, motivated staff. As well, Lithographics understands the need to invest in new technology that adds efficiency to its operation. In 2007, Lithographics invested \$3 million in three new presses, including Tennessee's first Heidelberg Speedmaster XL 105. In 2008, Lithographics purchased a 5-seat license of Metrix – one of the first installations of Metrix in Tennessee – and has made Metrix technology a cornerstone of its expanding business.

Bert Knight, Prepress Manager at Lithographics, stated: "Metrix is instrumental in helping our planners and imposition staff find the most efficient way of producing our projects. We often run scenarios for print project quotes through Metrix first, so we can beat the competition's price, and produce the job with minimal paper waste and maximum run quality. The Chet Atkins Book for the Country Music Hall of Fame was a very serious piece for them, and naturally they chose Lithographics to produce it. Metrix made it simple to plan and execute, for an end result that was worthy of our sense of pride, value and excellence."

Excellence is key at Lithographics. Twyla Lambert Clark, Sales Rep at Lithographics, Inc., observed, "...all of the images, the colors, have to be perfect. It has to look just like the exhibit pieces at the museum..." Warren Denney, Creative Director at the Country Music Hall of Fame, commented, "Chet was known for his pursuit of perfection. I think that it was very important for us to have a comfort level with the quality of the work that was going to be done." Ralph Schulz, CEO of the Nashville Chamber of Commerce, added, "When a one-of-a-kind institution like the Country Music Hall of Fame honors a one-of-a-kind artist like Chet Atkins, it's looking for world-class quality. And Lithographics has delivered that best."

Rohan Holt, President of LithoTechnics, Inc., developer of Metrix, remarked, "We are proud that Metrix played a part in producing this fine piece of work, worthy of the time-honored traditions of printing industry craftsmanship. At the same time, this project proves once again that efficiency and craftsmanship can go hand in hand."

LithoTechnics, Inc.
123 – 4th Avenue North, Suite 3
Edmonds, WA 98020
USA
Tel: +1 928 257 3286
Fax: +1 831 307 9483

LithoTechnics
Mermansstraat 45
B-2300 Turnhout
BELGIUM
Tel. +32 14 72 74 31

LithoTechnics Pty Ltd
Level 1, 84B Princes Highway
Fairy Meadow NSW 2519
Australia
ABN 15 106 167 337



If you'd like more information about this topic, or if you'd like to arrange an interview with Rohan Holt, please call Davo Laninga.

About LithoTechnics

LithoTechnics is a privately held company founded in 2003 by Rohan Holt. Holt invented the first production planning software for the sheetfed market in 1995, and Metrix®, LithoTechnics' flagship product, is the culmination of Holt's years of print production experience and accumulated software design expertise. Metrix, launched in 2004, received the prestigious 2005 PIA/GATF InterTech™ Technology Award, recognized industry-wide as a symbol of technological innovation and excellence. With offices in Edmonds, Washington, Turnhout, Belgium, and south of Sydney, Australia, LithoTechnics is a software company focused on providing key tools and technologies to enable print workflow automation. LithoTechnics is a full member of the CIP4 Organization.

For more information visit <http://www.lithotechnics.com>

Contact Information

Davo Laninga, LithoTechnics, Inc.

Tel: +1 928 257 3286

Email: davo@lithotechnics.com

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