

SA

EQUIPMENT





EQUIPMENT LIST, FACILITIES & SERVICES

SALES OFFICES

Chicago, IL
Cincinnati, OH
Detroit, MI
New York, NY
St. Petersburg, FL
Los Angeles, CA
San Francisco, CA

- Through the years, Sandy Alexander has grown because of a long term symbiotic partnership with our customers. This relationship was built on a foundation of best practices in printing and a commitment to servicing all of the communication needs of our clients. As a single source supplier, our capabilities include CG studio services, printing, data driven marketing solutions, and retail visual merchandising. Sandy Alexander operates under the strict manufacturing guidelines of ISO 9001:2008 certification.

MANUFACTURING FACILITIES

Clifton, NJ
St. Petersburg, FL
New York, NY

- We provide environmentally responsible print solutions as evidenced by our use of 100% renewable wind power, and our ISO 14001:2004 and SGP (Sustainable Green Printer) certifications. We are also tri-certified for chain-of-custody sustainable paper (FSC®, PEFC™ and SFI®) as well as winners of the *What They Think!* Environmental Innovation Award for our RVM facility.
- By using a secure server room with data encryption and offsite backups we maintain the highest level of data security. We are SOC 1, SOC 2, and HIPAA compliant – with annual audits on our IT Internal Controls, Security, Availability and Confidentiality to ensure the security of our company and customer information.
- For five decades we have been recognized for our technical expertise, an innovative approach to our business, and a desire to work as partners with our clients. This commitment has earned us a reputation for maintaining the highest standards of excellence in the industry.



RETOUCHING, CG & VIDEO PRODUCTION

Salt Studios is a high-end visual media production boutique located in New York City specializing in CG and creative retouching. Our capabilities include: transformative retouching; cost effective, inventive computer generated graphics (CG); empowered motion effects, and other value added services. Salt Studios is a separate, wholly owned subsidiary of Sandy Alexander.

SERVERS

- Apple OSX Server
- Dell PowerVault Tape Library TL2000
- Rorke Galaxy NAS LX6
- HP DL160
- HP c3000
- Pegasus2 RAID Thunderbolt 2 Storage (3)

SOFTWARE

- Adobe CC Suite
- Autodesk Maya 2016
- PipelineFX Qube
- Maxum Rumpus Asset Transfer
- FileCatalyst UDP Asset Transfer

PROOFERS

- ORIS Color TunerWeb by CGS
- SpectraView Color Calibration Software
- Xrite iOne Colormeter
- Epsoms 9900 with Xrite Spectroproof inline spectrophotographer (2)

WORKSTATIONS

- MacPro Workstations (10)
- iMac Workstations (4)
- HP z820 Workstation (2)

STUDIO PHOTOGRAPHY

- Canon 5Ds camera (50 megapixels)
- Paul C. Buff studio lights for product and model photography

SCANNER AND COPIER

- Canon ImageRunner 7065

View more with
See back inside cover for instructions.



Ever wonder about the history of Salt? Use your phone to watch the video to the left.



ELECTRONIC PREPRESS & FILE PROCESSING



RIP STATIONS

- Esko Automation Engine

SERVERS

- X-Rite Profilemaker and Monaco Profiler color management software
- Gretag Macbeth Spectroscan
- T/Spectrolino Spectrophotometer
- Gretag Macbeth iC Color Spectrophotometer
- X-Rite Isis, EYE ONE (2), and DTP-41 (2) spectrophotometers
- X-Rite 530 Spectrodensitometer
- Techkon Spectro-Densitometer
- Barbieri LFP Spectrophotometer measures & profiles all substrates
- Epson Expression 10000XL flatbed scanner

- Apple Mac computers with full suite of apps, EskoArtwork System apps & tools, and Eizo calibrated profiled monitor (20).
- Belkin / APC uninterruptible power supply system for each workstation.
- Offsite storage for archived media
- FTP server

PREPRESS PROOFING SYSTEMS

- MacPro 3 GHz 8-Core Intel Xeon E5 workstations (10)
- Windows Professional workstation
- Epson Stylus 9900 printers (2)
- Oris proofing RIPs (2)
- Esko Automation Engine
- Esko Webcenter
- Epson P9000 (2)
- Impo Proofer - 2 sided proofer for Bluelines

PREP & PLATEMAKING EQUIPMENT

- Magnus 800 automated plate setter
- Kodak plate processing lines (2)
- Ternes plate punches (2)
- Ruleout tables (2)
- Epson 9800 printers (2)
- Power Mac G5 computers (3)
- iMac Minis (2)



CLIENT DESKTOP LAB

- 2 Mac workstations, Epson 4000 2 pg + bleed printer, with dedicated link to prepress servers to work on live files.

QUALITY ASSURANCE

- ISO 9001:2008 Certified
- QTI's CCS with Instrument Flight fully closed loop color mgmt + diagnostic system.
- Temperature and humidity controlled pressroom.
- Color viewing rooms with 5000° K stations.
- EFI AutoCount

- Pressroom, Prepress, and Bindery quality assurance supervisory personnel.
- UPC code scanners
- Proof and plate quality control inspections
- Techkon SpectroPlate plate measuring device
- MagSert AD insert database and custom logistics control
- Computerized inventory and shipping control system
- All presses equipped with Techkon Spectro-Densitometers and Gretag densitometers.





PRINTING

Our print resources offer everything one can imagine in campaign-related printing. From start to finish, simple to complex, offset to digital, to Retail Visual Merchandising (RVM); on any desired size, quantity, and substrate.

Our Headquarters in Clifton, NJ houses our digital, sheetfed, fullweb, RVM, and wide & grand format printing. Our plant in St. Petersburg, FL is specifically designed for direct mail with fullwebs, including in-line finishing and inkjetting.

WEB PRESSROOM

manroland Rotoman

- 6-colors - 38" width, 23-9/16" cutoff, QTI's CCS with Instrument Flight full closed-loop color control system incorporated directly into twin ink control consoles, in-line UV lamination, PECOM process management system, fully automated plate hanging system, computerized plate scanner, remote ink control system, computerized register controls, pattern perforator, scoring attachment, rotocut Vits sheeter, and Baldwin pre-folder.

manroland Rotoman

- 8-colors - 38" width, 23-9/16" cutoff, QTI's CCS with Instrument Flight full closed-loop color control system incorporated directly into twin ink control consoles, in-line UV lamination, PECOM process management system, fully automated plate hanging system, computerized plate scanner, remote ink control system, computerized register controls, pattern perforator, scoring attachment, rotocut Vits sheeter, Scheffer pre-folder and manroland combination folder with pinless 4 and 8 page folding module, Gämmerler trimmers.
- The manroland Rotoman equipment includes a Planatol fully computerized gluing system with 9 heads and 2 water softeners.



ROTOMAN

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View more with
See back inside cover for instructions.



Interested in moving parts? Use your phone to see the press in action.

SHEETFED PRESSROOM

manroland R700

Direct Drive 28" x 40"

- 6-color press with aqueous coater with electronic direct drive plate changes and on-the-fly print length adjustments.
- Advanced color management technology featuring In-Line Color Pilot and Brunner Instrument Flight System.
- Quick change color and APL™ (automatic plate change system) provide the fastest make-ready in the industry providing increased capacity and improved productivity

manroland R700

Evolution 28" x 40"

- LED 8-color perfecting sheetfed offset press with electronic direct drive plate changes and on-the-fly print length adjustments.
- 18,000 sheets per hour.
- Advanced color management technology featuring In-Line Color Pilot and Brunner Instrument Flight System.
- APL™ (Automatic Plate Loading) and SPL (Simultaneous Plate Loading).

Heidelberg CD 102-8+LX 28" x 40"

- 8-color press with aqueous coater, interdeck UV curing and UV coating capability.
- Advanced color management technology featuring In-Line Color Pilot and Brunner Instrument Flight System.
- Fully automated autoplate technology, and networked spectrophotometer CPC21 diagnostic system.

Heidelberg SM52 14" x 20"

- 6-color perfecting press with aqueous coater.

Ink Room

- In-house ink manufacturing department operates 24/7.





FINISHING DEPARTMENT

FINISHING EQUIPMENT

- Computerized cutting machines (2)
- Bell and Howell Mailstar 450 - 6 station inserter (2)
- Jogging machines with air removal rollers and on sheet coating scales (2)
- 6 head drilling machine
- 5 pocket + cover Mueller high speed computerized stitcher with 4 and 5 knife trimmer
- 5 pocket + cover Mueller stitcher with 4 and 5 knife trimmer
- Bobst Diecutter 102SE
- Dick Moll folder/gluer with final fold
- 30" Versa Fold plus feeder (2)
- High speed folding machines 4 - (26") 1 - (30") with crushing units & right angle section split 8 guides included. Folding plate configurations up to 8 plates for PI folding 1 - 21") 2 - (Mini)
- Fully and semi-automatic shrink machines with tunnels
- Hand stitchers with 2 heads (4)
- Hot melt fugitive glue unit (4)
- Horizon BQ270 automated perfect binding system
- Duplo System 5000 collating and bookletmaking system with document sheet feeder
- RCS20 UVAL UV Coater
- Kompac 20" UV coating press
- Iron HT 400 presses (4)
- Formax Inserta
- Morgana Autocreaser 50's (2)
- Rhino HD 7000 Wire-O Punch System (2)
- Wire-O binding
- Ultra Pad padding system
- Lake Imaging Intergravisation System 2 pocket camera system
- HP In-Line High Speed Monochrome Inkjet
- Versafold plow folding and fixing system, with camera matching
- 6-pocket flat inserter with camera matching
- 6-pocket flat inserter without camera matching
- 6-pocket jumbo inserter with camera matching
- Nobelus Amiga 52 Sleeking Unit



DIGITAL SOLUTIONS

Our direct marketing clients look to us for unique, highly flexible and effective formats for their direct marketing campaigns. Especially 1:1 marketing solutions that deliver the most personalized, relevant messaging, offers and images. Our specialization includes: high yield direct mail events combined with full-scale email efforts, loyalty programs and automated marketing campaigns that leverage data driven technology.

VARIABLE DATA WEB TO PRINT MAILING SOFTWARE

- XMPie PersonalEffect: uCreate, uPlan, uProduce, uStore, Circle
- Smart Stream
- Printable/Fusion Pro
- Creo Darwin
- Printshop Mail
- Veracore Fulfillment Management

DIGITAL PRINTING

- HP Indigo 10000 Digital Press + Value Pack (2)
- HP Indigo 12000 Digital Press
- Canon ImagePRESS C700
- Canon IR5051

COMPUTER PROCESSING

- MAC workstations (3)
- Complete font and program library
- EZ File Upload System (FTP, Hightail)
- Web-based online proofing system

Want to see the whole setup? Use your phone to see all the bells and whistles.





DIRECT MAIL

Sandy Alexander's direct mail facility provides full web presses with in-line finishing and in-line ink jetting. Located in St. Petersburg, FL, the facility is one of the most modern and efficient operations available for producing an in-line finished product and serves the direct mail and general commercial markets.

PREPRESS

- Apple Mac workstations (3)
- Artwork Systems Nexus Processor & RIP
- Apple Xserve Sever
- Apple Xserve RAID

CTP PLATEMAKING EQUIPMENT

- Magnus 800 automated plate setter
- Kodak/CREO Trendsetter 800 II Quantum
- Kodak/CREO Print Console workstations (2)

PROOFING EQUIPMENT

- Epson Stylus Pro color proofers with K3 Ultrachrome ink (3)

PRESS EQUIPMENT

- Heidelberg/Harris M110 - 6 unit heatset web press. 26-1/2" max width with 17-3/4" cutoff. Delivery capabilities include sheeter and finishing line.
- Heidelberg M600 - 6 unit heatset web press. 38" max width with a 22-3/4" cutoff. Delivery capabilities-finishng line.
- Heidelberg/Goss M600 - 7 unit heatset web press. 38" max width with 22-3/4" cutoff. Delivery capabilities include sheeter and finishing line.

IN-LINE FINISHING CAPABILITIES

- Pattern Gluers - For pattern glue and scratch-off material
- Die-Cut Units - For windows, special effects, contours, flaps
- Ribbon Deck-Up - For up to 4 ribbons from 1 web - can be stacked in any sequence and can turn over
- Pocket Gluer Folder - For gluing and forming two envelopes
- Portable Glue Unit - For special applications
- Folding Stations - Can fold up or down, from 1" to 18" can create 4-7 folds depending on the press
- Scenting - Wide variety of in-line scenting applications include Snap & Burst and Scratch-n-Sniff
- Rotary Cutter - For odd shape cuts and special effects
- Closed End Mailer - Has the ability to create envelopes and components in one pass.

INK-JET IMAGING

- Scitex controllers, capable of driving up to 8 print stations each (3) Scitex mobile RIP allowing 4 additional print stations.
- Scitex print stations capable of printing at 1000 ft/min (10)
- Scitex 4-1/4" ink-jet heads (19)
- Prosper S10 600 DPI ink-jet heads

VARIABLE DATA MAILING SOFTWARE MAIL TRACKING

- GMC Printnet Triple Suite
- Windowbooks
- Track & Trace

SPECIALTIES LIST

- Bar code printing, brochures, coupons, postcards
- FSC Certified, ISO Certified
- Graphic design services
- Mailing services
- Custom in-line finished piece design, we work with each client to create dynamic and interactive pieces.

There's more to see than this. Use your phone to find out what happens next.



View more with
See back inside cover for instructions.





RETAIL VISUAL MERCHANDISING WIDE & GRAND FORMAT PRINTING

View more with
See the next page for instructions.



First time seeing a Durst? Scan the image above to see it in motion.

Our Retail Visual Merchandising (RVM) resources are the most advanced in the marketplace providing global brand consistency, speed-to-market velocity, and on-demand flexibility; from prototype development, to manufacturing and distribution logistics, all under one roof. Specializations include: creative services, advanced marketing technology support, complete project solving, extensive library of substrates, production applications and the industry's most sophisticated campaign logistics system, making the complex world of RVM distribution worry free.

PRINTING EQUIPMENT **Papyrus G5 Dye Sub Printer**

- 3.2 meter paper transfer printer
- Gen 5 printheads
- High-Speed 4 color

Mimaki Dye Sub Printer

- 63" Printer

Durst Rho 1312

- High volume/High quality 98" flatbed or roll to roll machine
- Run rigid substrates up to 2" thick or rolls of material
- 1000 DPI
- 6 color
- Fully automated feed table for continuous feed of rigid material

Durst Rho 500 (2)

- High volume/High quality 16' roll to roll machine
- 600 DPI
- 6 color + white
- Run 1 large roll or multiple small rolls with individual job queues

efi VUTEk 5r

- High volume/High quality 16' roll to roll machine
- 1200 DPI
- 7 color + white UltraDrop LED with in-line cutting
- Run 1 large roll or multiple small rolls with individual job queues

Lambda 130 Plus

- Digital photographic enlargers. Produce continuous tone RGB images on light sensitive photographic material. Output images at either 200 or 400 LPI. Produce prints that are 50" wide by the length of the roll of material (164').

Klieverik

- 10' heat transfer printing calendar machine

FINISHING EQUIPMENT

AGL 64" and 80" Laminators

- Mounting, laminating and encapsulation. Have heated top and bottom rollers in order to do hot lamination. Can mount to various substrates up to 2" thick.

Zund G3 Digital Cutter

- High speed cutter/router capable of cutting rigid and roll to roll substrates
- Designed for 24/7 production
- 120" x 120" routing table

Kongsberg XP-24-I-Cut Digital Die Cutter

- 66" x 120" routing table

Fotobo X/Y Cutters (2)

- Machines are fully automated and do accurate X/Y cutting of the roll material printed on the Durst printers with proprietary registration marks.

Durst XY Cutters (3)

- 3 units allows us to fully auto cut prints as small as 5" x 5" and up to prints that are 48" x 96".

70' Miller Weldmaster with In-Line Grommet Machine

- Hot air welder for finishing of vinyl banners and billboards. In-line grommet machine allows for simultaneous welding and grommeting.

50' FIAB 800

- RF Welder for finishing of vinyl banners, billboards and select fabrics.

Sewing Machines (3)

- Matic Plus sewing system
- Juki sewing machine
- Industrial machines for finishing fabrics, vinyl, Tyvek, etc.





FULFILLMENT & KITTING

Sandy Fulfillment is Sandy Alexander's high security/high volume fulfillment and kitting center. This includes a warehouse with racks and key card access for security that can be linked to an online store front for ease of use. Our center can handle projects requiring a web-based, real time inventory tracking system that utilizes bar coding technology.

A print-on-demand (POD) system prints and fulfills material when needed reducing your cost, inventory, and providing updated material on a timely basis. POD reduces obsolete material resulting in a positive impact on the environment.

SERVICES INCLUDE

- Phone, e-mail, or web-based ordering solutions
- Print-on-Demand for fulfillment packouts
- Digital I-cutting
- Mailing data processing/cleansing
- Custom assembly
- Sourcing envelopes/corrugated shippers, etc. for special mailings
- Image driven and transparent logistics system
- Inventory management: reporting inventory levels, shipping activity, returns, back order
- Complete mounting/laminating services
- National and international network of installers



View more with
See the next page for instructions.



Unlike most hand assembly processes, we scan every personalized component and track them in our database. Scan this image with your phone to see.





INTERACTIVE PRINT TECHNOLOGY

Interactive print technology, also referred to as Augmented Reality, provides the capability to bring printed pieces to life by allowing them to become interactive and digitally manipulatable.

HOW IT WORKS:

Some of the images in this brochure have been enriched with Augmented Reality and contain digital content that you can view using your smartphone.

Follow the steps below to view this content.



Step 1: Download the free Layar app for iPhone or Android.

(You can also scan the code to the left.)



Step 2: Look for pages with the Layar Logo.



Step 3: Open the layar app, hold the phone above the page and tap to scan it.



Step 4: Hold your phone above the page to view the interactive content.

AUTOMATED MARKETING

CROSS PLATFORM COLOR MANAGEMENT

MULTIPLE PRINTING PLATFORMS

INTERACTIVE DIRECT MAIL

ONE PRODUCTION SOURCE

MARKETING SOLUTIONS

RETAIL VISUAL MERCHANDISING

SUSTAINABILITY

SALT STUDIOS

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