Automated Marketing
Universal Color Management
Multiple Printing Platforms
Direct Mail
One Production Resource
Marketing Solutions
Sustainability
Salt Studios
Salt Studios, 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 valued added services. Salt Studios is a separate, wholly owned subsidiary of Sandy Alexander.

Sandy Alexander is one of the country’s largest and most respected full service graphic communication companies. We provide our customers with extensive web and sheetfed printing capabilities; in-line finishing and in-line ink jet imaging; digital and 1-to-1 marketing solutions; retail visual merchandising (RVM) and wide & grand format printing; all complemented by a wide array of studio services including creative retouching and CG (Computer Graphics) and other digital and electronic media services.

Our commitment to providing quality and environmentally responsible print solutions is evidenced by our ISO 9001:2008 and ISO 14001:2004 certifications. In addition, we are tri-certified for chain-of-custody sustainable paper (FSC, PEFC and SFI). We purchase 100% of our electricity requirements from renewable wind power, are a certified Sustainable Green Printer (SGP), and have been awarded the What They Think! Environmental Innovation Award for the design and building of our RVM facility.

Over the past four decades, we have served the corporate communication, cosmetic, pharmaceutical, automotive, financial, graphic design, advertising, and promotion industries. We have consistently 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.

We can provide you with one single resource for all your graphic communication needs.
RIP Stations
- EskoArtwork Systems Nexus Processors & Rips running on Proactive Servers with Dual 3.06GHz Zeon Processors and 6GB ram (7) B ram (7)

Servers
- Apple Xserve Dual-Core Intel Xeon Rack Optimized with Promise 6tb raid
- Overland Loader Express LTO jukebox (2)
- HP Procurve Gigabit Ethernet networking Switch (2)
- APC SmartUPS – Systems (3)
- X-Rite Profilemaker and Monaco Profiler color management software
- Gretag Macbeth Spectroscan
- T/Spectrolino Spectrophotometer
- Gretag Macbeth iCCColor 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

Client Desktop Lab
- 2 Mac workstations, Epson 4000 2 pg + bleed printer, with dedicated link to Prepress servers to work on live files

Prepress Proofing Systems
- Mac Pro Computer workstations (8)
- Windows Professional Workstation
- Epson Stylus 9900 Printers (2)
- Oris Proofing RIPS (2)
- Nexus Proactive RIPS (6)
- Luxel Fuji Final Proof 5600 (2)
- Fuji Final Proof Laminators (2)

Prep & Platemaking Equipment
- Magnus 800 Automated Plate Setter
- Kodak Plate Processing Lines (2)
- Turnis Plate Punches (2)
- Ruleout Tables (2)
- Epson 9800 Printers (2)
- Power Mac G5 computers (3)
- iMac Minis (2)

Quality Assurance
- ISO 9001:2008 Certified
- QTI’s CCS with Instrument Flight fully closed loop color mgmt + diagnostic system
- Temperature & humidity controlled pressroom
- Color viewing rooms with 5000º K stations
- EFI AutoCount

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

**manroland Rotoman 2002**
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, Baldwin pre-folder and manroland.

**manroland Rotoman 2003**
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 2002 and 2003 include a Planatol fully computerized gluing system with 9 heads and 2 water softeners.

Sheetfed Pressroom

**manroland 2010 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.

**Heidelberg CD 105 28” x 40”**
- 8-color presses with interdeck UV drying and UV coating. Aqueous tower coater and extended delivery. Advanced color management technology featuring CPC21 diagnostic system (2).

Ink Room

- In-house ink manufacturing department operates 24/7.
Digital Solutions - Clifton, NJ

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
- XM Pie Suite: Create/Uproduce/ Uimage/Uplan Smart Stream/Yours Truly
- Printable/Fusion Pro
- Creo Darwin
- Printshop Mail

Digital Printing
- HP Indigo10000 Digital Presses
- (3) operational HP Indigo1000 Max Digital Press in the country.
- Image size: 29.1” x 20.1”; stock weights for 45# to 150# cover, up to 7 colors.
- Canon IR5051
- Press Sign Process Control Software

Computer Processing
- MAC workstations (3)
- Apple X Raid Server 1.7 TB
- Complete font and program library
- EZ File Upload System (FTP, You Send IT)
- Web-based online proofing system

Bindery & Finishing Department
Clifton, NJ

Digital Printing, Variable Data Imaging and Data Base Management
Clifton, NJ

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Bindery
- Computerized cutting machines (2)
- Bell and Howell Mailstar 450 – 6 station Inserter (2)
- Jogging machines with air removal rollers & on sheet counting scales (2)
- 6 head drilling machine
- Scoring & perforating machines (2)
- 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
- Lake Imaging Intergravision System (2 pocket Camera System)
- Bobst Diecutter 102SE
- Dick Moll Folder/Gluer with final fold plus Versa Fold
- 30” Versa Fold plus feeder (2)
- High speed folding machines 4 - (26”) 1 - (30”) with crushing units & right angle section split guides included. Folding plate configurations up 8 plates for PI folding
- Fully and semi automatic shrink machines with tunnels (3)
- Tabbing machines, auto paper bander, security shredding and compacting equipment

Hand stitchers with 2 heads (4)
Hot melt fugitive glue unit (2)
Horizon BQ270 Automated Perfect Binding System

Unibind XU138 Photobook Hard Cover Binding System
Duplo System 5000 Collating & Bookletmaking System Duplo DSF-2000 Document Sheet Feeder
RCS20 UVAL-UV Coater
Kompac 20” UV coating press
Iron HT 400 presses (4)
Formax Inserta
Baumfolder
Morgana Digifold
Morgana Autocreaser 50’s (2)
Rhino HD 7000 Wire-O Punch System (2)
Wire-O binding
Bobst Diecutter 102SE
Dick Moll folder/gluer with final fold
Ultra Pad padding press
Shrink wrapping system
Rosback perforator/scorer
Bell and Howell Mailstar 450 -- 6 station inserter (2)
Lake Imaging Intergravision System (2 pocket camera system)
HP In-Line High Speed Monochrome Inkjet
Challenge Titan 200 paper cutter

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Shrink wrapping system
Rosback perforator/scorer
Bell and Howell Mailstar 450 -- 6 station inserter (2)
Lake Imaging Intergravision System (2 pocket camera system)
HP In-Line High Speed Monochrome Inkjet
Challenge Titan 200 paper cutter
**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 and Burst and Scratch and 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)

**Variable Data/Mailing Software/ Mail Tracking**
- GMC PrintnetT 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

**Prepress**
- Apple Macintosh workstations (3)
- Artwork Systems Nexus Processor & RIP
- Apple Xserve Sever

**CTP Platemaking Equipment**
- Kodak/CREO Trendsetter 800 II Quantum Spectrum
- 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. 26.5" max width with 17.75" cutoff. Delivery capabilities include sheeter and finishing line.
- Heidelberg M600- 6 unit heatset web press. 38" max width with a 22.75" cutoff. Delivery capabilities-finishing line.
- Heidelberg/Goss M600- 7 unit heatset web press. 38" max width with 22.75" cutoff. Delivery capabilities include sheeter and finishing line.

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.
Printing Equipment
Minmaki Die Sub Printer (2)
- 10’ Printer

Minmaki Die Sub Printer
- 63” Printer

Durst 500 (3)
- High volume/High quality 16’ roll to roll machine
- Prints at 600 DPI
- 6/C + white + 6/C
- Run 1 large roll or multiple small rolls with individual job queues

Durst 900
- High volume/High quality 8.5’ flatbed or roll to roll machine
- Run rigid substrates up to 2” thick or rolls of material
- 600 DPI
- 6/C + white + 6/C
- Fully automated feed table for continuous feed of rigid material

Lambda 130 plus (2)
- 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’).

Lightjet 5000XL
- Same characteristics as the Lambda. Can produce prints that are 72” W by 120” L. Output resolution of this unit is either 200 or 300 LPI. Continuous tone so it provides a smoother image than inkjet.

Kleeverik
- 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.

Kongsberg XP-24-I-Cut Digital Die Cutter
- High speed cutter/router capable of cutting rigid and roll to roll substrates.
- Designed for 24/7 production
- 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 or vinyl banners, billboards and select fabrics.

Sewing Machines (3)
- Matic Plus Sewing System
- Juki Sewing Machine
- Industrial machines for finishing fabrics, vinyl, Tyvek, etc.
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 web-based 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**
- Order placement via phone, e-mail, and online cataloging
- Mailing data processing/cleansing
- Pick, sort, collate, insert, basic assembly/disassembly, pack
- Print-on-demand basic printing (labels, letters)
- One-to-One variable data printing for high level personalization
- Sourcing envelopes/corrugated shippers, etc. for special mailings
- Shipping, mailing
- Returns & restocking management
- Obsolete/unwanted inventory disposal
- Reporting: inventory levels, shipping activity, returns, back orders

**How It Works:**
Some of the images in this brochure have been enriched with LAYAR, (a phone app) and contain digital content that you can view using your smartphone.

Follow the steps below to view these photos.