

K/P Corporation makes waves with new inkjet printing system

RENTON, Washington- January 26, 2010. K/P Corporation, a leading provider of direct marketing services to some of the world's leading consumer brands, recently added the Kirk-Rudy WaveJet Inkjet Printing System for coated stocks, plastics and foils to its repertoire of state of the art print and mail solutions **specifically for products such as loyalty or rewards cards, promotional packages and membership cards.**

The WaveJet provides the highest resolution for variable text, barcodes and graphics on a wide variety of coated stocks and substrates including plastics and foils. Its quick setting UV-drying and fast and easy setup offers seamless integration into K/P's existing print and manufacturing processes. WaveJet's robust inkjet technology combined with a superior handling system makes **for the most versatile addressing system on the market today.** In addition to the added capacity and flexibility, it offers a tip-on system which allows for variable imaging on card and carrier simultaneously for **100% matching**, a capability unique to K/P in the Seattle-Metro region.

The decision to add the WaveJet solution to the Renton facility *"allows us to maintain the highest manufacturing quality and standards and offer customers even more capabilities to assist them in working smarter and accomplishing more with less"* states Orlando Boleda, Vice President of Washington Operations. One example is rewards programs where the tip-on attaches a personalized card to a carrier to make a customized direct mail piece. This process successfully eliminates all variations in matching personalized information on multiple substrates since it prints them all at the same time.

WaveJet technology and operation is consistent with K/P's ISO 14001 environmental standards, continuing K/P's commitment to operate in an environmentally sustainable manner while enhancing our capabilities and offerings to our customers.

ABOUT K/P CORPORATION

K/P Corporation provides comprehensive marketing solutions and consulting services that drive revenue, lower costs and continuously improve ROI. Offerings include direct marketing and branding capabilities along with a wide range of print, mail, fulfillment, ecommerce portals and digital solutions. These services are delivered as standalone or integrated offerings using the latest in proven technology.

For more information, please visit www.kpcorp.com

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