

GRAPH EXPO “LIVE DEMONSTRATION” SCRIPT

Didde MVP roll-to-sheet four-color miniweb press with automatic registration and in-line finishing.

Production Concept:

Objective of demonstration is to show short time required for roll-to-sheet MVP press and inline finishing makeready (13 minutes or less) to print, in-line finish and bind high-quality four-color multipage samples. Every step is to be fully witnessed by the audience and everything is to be done in full view. The Didde MVP press is to be fully installed and operational within Didde’s 50’ x 100’ exhibit space. Actual printed and finished samples produced on-the-spot are to be distributed to the audience.

Wide “stadium seating” (four rows high), is to be provided for an audience of 150 per demonstration. Full PA system and large video monitors are placed to give audience close-up access to the demonstration. Three video cameras are to be used. A video camera and operator are to be stationed on a platform behind the stadium seats, providing full-view and zoom-lens access to presenter, press, operators and visual presentation charts used by the presenter. (See production noter, below.)

The presenter is to use a hard-wired mike to avoid wireless interference and is to be expert in use of an aural cueing device.

The entire scripted production is to be rehearsed under the writer’s direction. However, latitude is to be allowed for the presenter, press crew and camera operator to improvise, as their learning curve decreases makeready time over subsequent performances. This also will preserve valuable spontaneity that improves audience participation.

The demo is to be given every hour on the half-hour, to allow audience members to speak with Didde technical sales staff and provide turn-over time for seating the new audience.

Production Notes:

Audio System: 200w PA and Samson handheld, hard-wired cardioid mike with two large tripod speakers at either end of press. Two smaller Pioneer speakers on opposing inside wings of stadium seats.

Video System: Three-camera A-B-C switched with operator above bleacher back on platform. Locked-down cameras for roll-change and behind press for plate change at unit 3. Distribution through VHS playback unit to permit online dub.

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VISIBLE ACTION

Presenter comes to center, in front of MVP press, facing stadium-seated audience. Very large video monitors are placed to afford full view to entire stadium-seated audience. Camera operators follow live-action and press features, as scripted.

MIKE ON.

VIDEO: PRESENTER ON CAMERA

Presentation begins.

She gestures, indicating press. Then, comes back to audience focus.

VIDEO: MVP ON CAMERA

Presenter walk to FLIP CHART:

VIDEO: FOLLOW PRESENTER TO FLIP CHART

Presenter open to Chart 1:

VIDEO: ON CAMERA FLIP CHART 1:

<p style="text-align: center;">DIDDE MVP Flexible Commercial Printing System GROWING APPLICATION AREAS ARE PERFECT FOR ROLL-TO-SHEET PRODUCTION Newsletters, Brochures, Direct Mail, Coupons, Inserts, Catalogs, Reply Cards Placemats.</p>

VIDEO: PRESENTER ON CAMERA

Presenter holds up an MVP-printed newsletter for audience to see.

AUDIO

GOOD (MORNING, AFTERNOON) LADIES AND GENTLEMEN. MY NAME IS ----- AND ON BEHALF OF DIDDE WEB PRESS I'D LIKE TO WELCOME YOU TO GRAPH EXPO.

BEFORE WE BEGIN OUR PROGRAM, I'D LIKE TO LEARN A BIT ABOUT YOU. GRAPH EXPO ATTRACTS PRINTING BUSINESSES OF ALL SIZES. BUT, I'M TOLD THAT THE LARGEST GROUP HERE TODAY IS COMMERCIAL SHEETFED PRINTERS WITH 20 TO 49 EMPLOYEES. HOW MANY OF YOU FIT THAT DESCRIPTION? WILL YOU PLEASE RAISE YOUR HANDS? HOW ABOUT 10 TO 20 EMPLOYEES? (PAUSE TO ALLOW HAND RAISING). OK...THANKS!

I'M STANDING IN FRONT OF THE DIDDE MVP FLEXIBLE COMMERCIAL PRINTING SYSTEM. THIS REMARKABLE UNIT IS DESIGNED FOR TOP QUALITY, SINGLE-PASS MULTICOLOR ROLL-TO-SHEET PRINTING AND IN-LINE FINISHING. THE DIDDE MVP IS A MODULAR, VARIABLE-SIZE, 18-INCH-WIDE, ROLL-TO -SHEET PRESS THAT CAN PRINT UP TO EIGHT COLORS AT A RATED SPEED OF 39,000 SHEETS PER HOUR. IT'S VERSATILE AND EXACTLY RIGHT FOR TODAY'S COMMERCIAL PRINTING MARKET. YOU CAN PRINT FULL 11-BY-17 BLEED WORK, OR DUAL STREAM 8-1/2-BY-11 JOBS, OR SQUARE INCH WORK ON SHEETS UP TO 18-BY-18-INCHES .

THE DIDDE MVP PROVIDES HEAVY INK COVERAGE AND TIGHT REGISTER, SO IT'S IDEAL FOR PRINTING DIRECT MAIL, CATALOGS, BROCHURES, NEWSLETTERS, MANUALS, MENUS, PLACEMATS, CALENDARS, NEWSPAPER INSERTS, COUPONS, REPLY CARDS, POINT OF PURCHASE MATERIALS...AND A WHOLE LOT MORE! WHAT'S MORE, IT MAKES READY QUICKLY AND PRODUCES SHORT RUN LENGTHS IN ONE, SEAMLESS OPERATION.

TO DEMONSTRATE HOW FAST IT IS THROUGH A MAKEREDY AND A RUN, WE'RE GOING TO PRINT AND FINISH THIS NEWSLETTER IN FOUR-COLOR-PROCESS-OVER-ONE AS A LIVE, ROLL-TO-SHEET JOB -- **ALL ON THE DIDDE MVP!**

I'LL HAVE COPIES OF THE FINISHED NEWSLETTER FOR YOU TO EXAMINE LATER -- RIGHT AFTER I TELL YOU **THE REMARKABLY LOW SELLING PRICE**

THIS JOB WILL GO FOR WHEN PRODUCED ROLL-TO-SHEET ON THE DIDDE MVP. SO, IF YOU'RE NOW PRINTING SHEETFED, YOU'RE IN FOR A **VERY BIG SURPRISE!**

THERE'S NO QUESTION THAT MUCH OF COMMERCIAL PRINTING IS BECOMING "LOW MARGIN" BUSINESS THESE DAYS. WITH HIGH MATERIAL AND LABOR COSTS, MORE SHEETFED PRESSES THAN EVER IN THE FIELD, AND RAMPANT PRICE-CUTTING, MANY PRINTERS' PROFIT MARGINS ARE HITTING NEW LOWS.

IN FACT, A RECENT PIA SURVEY SAYS SHEETFED PRINTER PROFIT IS **ONLY 2.4%** OF SALES! THAT'S REALLY LOW, ISN'T IT? A SAVINGS ACCOUNT AT A BANK WOULD YIELD A LOT MORE THAN *THAT!*

Presenter turns and opens FLIP CHART to CHART 2.
VIDEO: CHART 2 ON CAMERA:

<p>P.I.A. SURVEY FINDS SHEETFED PRINTERS PROFIT JUST: 2.4%</p>

Presenter addresses audience.
VIDEO: PRESENTER ON CAMERA

SUCH A POOR PROFIT MARGIN IS A SURE SIGN THAT THE **SUPPLY** OF LOOK-ALIKE SHOPS NOW VASTLY EXCEEDS CUSTOMER **DEMAND**. TOO MANY PRINTERS OFFER VIRTUALLY **THE SAME** QUALITY, TURNAROUND AND PRICE. CUSTOMERS SEE NO DIFFERENCE BETWEEN THEM. THEY FIGURE ONE IS AS GOOD AS ANOTHER. SO, TO GET WORK IN SUCH A SATURATED, COMPETITIVE MARKET, SHEETFED PRINTERS ARE **FORCED TO CUT THEIR PRICES** TO A COMMODITY LEVEL. IS THIS HAPPENING TO YOU?

COMMERCIAL PRINTERS MAKING MONEY TODAY ARE THOSE WITH A WINNING STRATEGY WHO'VE TAKEN THE TIME TO STUDY THE MARKET, SIZE-UP WHAT THEIR COMPETITORS OFFER, AND THEN, MAKE THEIR OWN BUSINESSES **TOTALLY DIFFERENT**.

THINK ABOUT IT ... IF YOUR SHOP IS EQUIPPED LIKE **EVERY OTHER PRINTER** ... IF YOU PRODUCE THE **SAME** PRODUCTS THE **SAME WAY** ... AND, IF YOUR PRICES ARE THE **SAME** ... CAN YOUR CUSTOMERS REALLY SEE **ANY** DIFFERENCE BETWEEN YOU AND THE OTHERS? THERE'S REALLY NO COMPELLING REASON TO COME TO YOU, IS THERE?. SO, **BEING DIFFERENT** – PARTICULARLY IN THE WAY YOU MANUFACTURE – CAN HAVE REAL IMPORTANCE TO YOUR FUTURE. IT'S HOW YOU CREATE **TOTAL VALUE** -- A COMBINATION OF QUALITY AND SERVICE YOU CAN SELL **AT A WINNING PRICE!** BEING A "WINNER" IN COMMERCIAL PRINTING MEANS YOU HAVE TO BE READY TO BREAK WITH OLD-LINE PRINTING METHODS. TO BECOME THE BETTER CHOICE AND VALUE FOR YOUR CUSTOMERS.

Presenter walks back to press center and introduces operator who waves to audience and goes immediately to "start position."

VIDEO: FOLLOW; PRESENTER ON CAMERA

VIDEO: SHOW RICK DOING ROLL CHANGE

Operator begins MVP makeready.

Presenter proceeds in voice-over, while operator works.

WE'LL GET BACK TO "HOW TO DO ALL THIS" IN JUST A MOMENT. MEANWHILE, RICK HEINS IS READY TO BEGIN THE MAKEREADY ON THE DIDDE MVP. HE'S IN POSITION, SO LET'S START ... NOW!

(ROLL CHANGE BEGINS)

RICK STARTS WAY AHEAD WITH THE DIDDE MVP, BECAUSE IT'S A ROLLFED PRESS. SO, IT HAS NO FUSSY FEEDER SETUP, NO SEPARATORS, NO SUCKERS, AIRBLAST OR TIMING CAMS TO SET.

RICK STARTS BY LOADING A ROLL OF 70-POUND COATED STOCK ON THE DIDDE MVP. BY THE WAY, COATED AND UNCOATED ROLLS ACTUALLY COST ABOUT 15-PERCENT LESS THAN SHEET STOCK -- A NICE SAVING! A ROLL LIKE THIS EQUALS 58 REAMS OF 11-BY-17 SHEETS. IMAGINE HOW MANY FEEDER SETUPS THAT COULD SAVE YOU!

WHILE RICK FINISHES LOADING THE ROLL, I'D LIKE TO TELL YOU THAT THE DIDDE MVP IS AVAILABLE IN CONFIGURATIONS FROM ONE-OVER-ONE, THROUGH FOUR-OVER-FOUR, AND EVERY MVP HAS THE FLEXIBILITY TO CHANGE COLOR COMBINATIONS. FOR EXAMPLE, THIS PRESS CAN PRINT FIVE COLORS ON ONE SIDE; OR FOUR COLORS OVER ONE; THREE OVER TWO AND SO ON. IT'S DESIGNED TO FIT YOUR NEEDS AS WELL AS CUT YOUR COSTS ON A VERY WIDE RANGE OF JOBS.

(ROLL CHANGE ENDS)

LET'S SEE HOW RICK IS DOING. OK, THE ROLL IS IN POSITION, SO RICK HAS LOADED OUR MVP WITH ROUGHLY THE EQUIVALENT OF 29,000 11-BY-17 SHEETS.

VIDEO: STAY ON RICK AS HE COMMENCES PLATE CHANGE

Presenter in voice-over.

(PLATE CHANGE BEGINS)

NEXT, RICK WILL HANG THE PLATE ON THE THIRD OFFSET TOWER OF THE MVP. THE OTHER FOUR PRINTING UNITS ARE OFF-REGISTER, TO SIMULATE PLATE CHANGES ON THEM. BE SURE TO NOTICE THE UNIQUE DIDDE PLATE CLAMP. IT'S A SINGLE TOOL ADJUSTMENT WITH A LOCKING SCREW... MUCH SIMPLER THAN ANY OTHER PLATE CLAMP OUT THERE ... AND IT'S DESIGNED TO GIVE YOU QUICK, PRECISE PLATE-CHANGES.

Presenter walk to flip chart.

VIDEO: PRESENTER ON CAMERA

Presenter turns to CHART 3:

VIDEO: CHART 3 ON CAMERA

<p>HOW TO BE DIFFERENT</p> <p>•</p> <p>HOW TO ESTABLISH A NICHE STRATEGY</p>
--

Presenter addresses audience.

VIDEO: PRESENTER ON CAMERA

Presenter turns to CHART 4:

VIDEO: CHART 4 ON CAMERA

<p>DIDDE MVP</p> <p>Flexible Commercial Printing System</p> <p>BUSINESS COMPETITIVE ADVANTAGES</p> <p>OVER SHEETFED OPERATION</p> <p>Faster Job Throughput</p> <p>•</p> <p>Sharply Lower Production Cost</p> <p>•</p> <p>Ability To Expand Into New Markets</p> <p>•</p> <p>In-Line Finishing Allows An Off-Line Job To Become A Printing Job</p> <p>•</p> <p>Ship Job Straight From The Press</p>
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Presenter turns to CHART 5:

VIDEO: CHART 5 ON CAMERA

<p>DIDDE MVP</p> <p>Flexible Commercial Printing System</p> <p>Your Press For Niche Applications</p>

Presenter addresses audience.

VIDEO: PRESENTER ON CAMERA

VIDEO: SLOWLY PAN ACROSS FIVE PRESS UNITS; THEN, PICK UP RICK AND FOLLOW HIM AS HE CONTINUES MAKEREADY
Presenter in voice-over.

WHILE RICK WORKS, I'D LIKE TO SHARE A FEW ADDITIONAL THOUGHTS ABOUT ESTABLISHING A NICHE STRATEGY FOR YOUR BUSINESS.

SUPPOSE YOU WROTE A STRATEGY THAT SAID, "I'M GOING TO INVEST IN BEING ABLE TO PRINT AND FINISH TOP-QUALITY COMMERCIAL WORK AT THE LOWEST POSSIBLE COST. I'LL SELL THE BEST **FOR LESS** ... AND TAKE MY PROFIT OUT OF THE COST SAVINGS."

THAT'S A GREAT STRATEGY. BUT, HOW CAN "LOOK-ALIKE" PRINTERS ACHIEVE THIS GOAL?

ROLL-TO-SHEET PRINTING IS THE ANSWER. IT HAS OPERATING COSTS INCREDIBLY LOWER THAN SHEETFED PRINTING. ROLL-TO-SHEET CAN PUT YOUR BUSINESS IN A NICHE WHERE YOU PRODUCE A QUALITY PRODUCT FASTER, FOR MUCH LESS THAN ANY OF YOUR COMPETITORS. SO, YOU CAN AFFORD TO SELL BELOW THEIR COST IF YOU CHOOSE ... AND STILL MAKE A HEFTY PROFIT! A NICHE LIKE THIS GIVES YOU AN UNBEATABLE COMPETITIVE ADVANTAGE. AND THE UNIQUE MANUFACTURING CAPABILITY TO EXPAND INTO NEW MARKETS.

WITH A DIDDE MVP, YOU'LL BECOME THE LOW-COST PRODUCER OF HIGH QUALITY PRINTED GOODS. SHEETFED COMPETITORS WILL SIMPLY BE **LOCKED-OUT OF YOUR NICHE** BY THEIR HIGH COSTS. YOUR QUALITY AND FAST IN-LINE FINISHING WILL BRING IN MORE JOBS FROM YOUR CUSTOMERS. YOU'LL SHIP RIGHT FROM THE PRESS AND GIVE THEM THE BEST TOTAL VALUE ... SAVE THEM MONEY, YET PROFIT HANDSOMELY. AND, YOU'LL REAP A HIGH RETURN ON YOUR INVESTMENT WITH A DIDDE MVP.

SOUND LIKE A GREAT OPPORTUNITY? **IT IS!** YOU'RE SEEING IT HERE TODAY WITH YOUR OWN EYES THE INCREDIBLE ROLL-TO-SHEET MANUFACTURING ADVANTAGES OF THE DIDDE MVP FLEXIBLE COMMERCIAL PRINTING SYSTEM!

(PLATE CHANGE COMPLETED.)
LET'S CHECK OUR PROGRESS. PLATE HANGING IS COMPLETED AND THE OTHER TOWERS ARE OUT OF REGISTER TO REPRESENT NEW PLATES BEING

HUNG ON THEIR CYLINDERS. THIS WILL ALSO ENABLE US TO DEMONSTRATE HOW THE DIDDE QS-1 QUICK STEP REGISTER SYSTEM SPEEDS COMPLETION OF AN MVP MAKEREADY.

(START: MISC. ENGAGE LINESHAFT; PUT ROLLSTAND BRAKE ON; PULL SPLICE THROUGH; INKERS ON)

VIDEO: FOLLOW RICK AND HIS ACTIONS ON PRESS AND WITH QS-1.

Presenter in voice-over.

Presenter walks to side to avoid inker noise and close-talks her mike when press begins running for pre-pull and run.

Presenter addresses audience

VIDEO: PRESENTER ON CAMERA

RICK HAS ENGAGED THE LINE SHAFT AND PUT THE ROLLSTAND BRAKE ON. BECAUSE THE MVP IS A ROLL-FED PRESS, RICK DOESN'T NEED TO CONCERN HIMSELF WITH DOUBLE SHEETS, SIDE GUIDE REGISTER, HEAD STOPS AND OTHER SHEETFED MAKEREADY HASSLES.

(BEGIN PRE-REGISTER-PULL WORK)

WHILE RICK CONTINUES TO WORK, I'D LIKE TO MENTION "THE PROFIT LEADER'S EDGE" - A NEW VIDEO ON THE BUSINESS OF PRINTING CO-SPONSORED BY NAPL AND DIDDE WEB PRESS. IN IT, WALLACE STETTINIUS, FORMER CHAIRMAN OF CADMUS COMMUNICATIONS, AND A RENOWNED AUTHOR IN THE GRAPHIC ARTS INDUSTRY, PROVIDES THE BUILDING BLOCKS FOR A NEW, MORE PROFITABLE APPROACH TO THE BUSINESS OF PRINTING. IT'S THE COMPLETE DETAIL OF WHAT WE'VE BEN TALKING ABOUT HERE, TODAY. PLEASE DO COME UP AND ASK ABOUT THIS NEW VIDEO

WHAT YOU'RE WITNESSING HERE TODAY IS THE ENTIRE MANUFACTURING PROCESS THAT MAKES THE ROLL-TO-SHEET DIDDE MVP SO LOW IN OPERATING COSTS -- THE COMBINATION OF FAST MAKEREADY, HIGH SPEED, ONE-PASS PRODUCTION WORKFLOW, LOW WASTE AND INLINE FINISHING.

LET'S REVIEW THE SPECS ON THIS NEWSLETTER. IT IS PRINTED FOUR-COLOR-PROCESS UV INK OVER ONE COLOR, FOUR PAGES, 8-½-BY-11.

She holds up newsletter.

Newsletter down.

VIDEO: SHOW CARTONS OF PRINTED WORK

Presenter in voice-over.

TO DEMONSTRATE THE PRODUCTIVITY AND JOB TURNAROUND SPEED OF THE DIDDE MVP PRESS, WE HAVE HERE SEVERAL CARTONS OF PRINTED 11-BY-17 WORK. THESE SHOW THE MVP'S OUTPUT AFTER RUNNING ONE HOUR: 39,000 PIECES; AND, AFTER HALF-A-SHIFT: 156,000 PIECES.

BUT, WHAT ABOUT THE SELLING PRICE TO YOUR CUSTOMER? HOW DOES IT COMPARE TO COMPETITORS' SHEETFED PRICES? WELL,

Presenter turn to FLIP CHART 5:
VIDEO: FLIP CHART 5 ON CAMERA

SELLING PRICE COMPARISON:

SHEETFED JOB PRICE:

HIGH: \$1,375
LOW: \$1,095
AVERAGE: \$1,252

Presenter turns to FLIP CHART 6:
VIDEO: FLIP CHART 6 ON CAMERA

SELLING PRICE COMPARISON:

**DIDDE MVP
ROLL-TO-SHEET JOB PRICE:**

\$860

YES! 30% LESS THAN SHEETFED!

VIDEO STAY ON PRESENTER

VIDEO: SHOW RICK DOING QS-1 REGISTER.

Presenter voiceover describes QS-1 use.
While camera focuses attention on Rick's actions on video.

VIDEO: TAKE PRESS AND PRESENTER SHOTS OF OPPORTUNITY, TO CREATE EXCITING PACE.

THAT'S THE BIG SURPRISE I PROMISED YOU EARLIER!

WE ACTUALLY SHOPPED THE COST OF PRODUCING TEN-THOUSAND OF THE FOUR-PAGE NEWSLETTERS WE'VE PRINTED RIGHT BEFORE YOUR EYES! WE PRICED IT AT THREE SHEETFED PRINTING SHOPS OF COMPARABLE SIZE, SKILL AND EQUIPMENT. AS YOU CAN SEE, THE HIGHEST SHEETFED PRICE WAS THIRTEEN-HUNDRED-AND-SEVENTY-FIVE DOLLARS; THE LOWEST PRICE WAS A-THOUSAND-NINETY-FIVE DOLLARS, AND THE AVERAGE PRICE WAS TWELVE-HUNDRED-AND-FIFTY-TWO DOLLARS. TO BE COMPLETELY FAIR IN OUR COMPARISON, WE'LL USE THE AVERAGE SHEETFED PRICE OF TWELVE-FIFTY-TWO.

WE NEXT PRICED THIS JOB WITH SHOPS RUNNING THE DIDDE MVP FLEXIBLE COMMERCIAL PRINTING SYSTEM. -- HOLD ONTO YOUR HATS, FOLKS! HERE'S THE UNBELIEVABLY LOW PRICE THIS JOB WOULD SELL FOR WHEN IT'S RUN ROLL-TO-SHEET: EIGHT-HUNDRED-AND-SIXTY DOLLARS!

THAT'S RIGHT. THERE'S A THIRTY PERCENT SELLING PRICE ADVANTAGE TO THE SHOP RUNNING A DIDDE MVP!

WELL, THERE IT IS! YOU'VE SEEN IT HAPPEN HERE WITH YOUR OWN EYES! THE LOW DIDDE MVP SELLING PRICE IS A DIRECT RESULT OF THE HUGE SAVINGS IN OPERATING COSTS OF A ROLL-TO-SHEET-DIDDE-MVP VERSUS SHEETFED PRODUCTION.

(BEGIN QS-1)

WITH THE DIDDE QS-1, RICK IS ABLE TO REGISTER COLOR TO COLOR, FRONT TO BACK PRINTING, AND IMAGE TO EDGE OF SHEET QUICKLY, ACCURATELY AND WITHOUT PRINTING ON PAPER. AS YOU WATCH THE MONITORS, YOU WILL SEE RICK CHOOSE ONE COLOR OF THE FOUR PROCESS COLORS TO REGISTER TO AND MOVE THE OTHER THREE COLORS TO IT. RICK IS USING A REGISTER MARK FOR THIS MAKEREADY. HE CAN JUST AS EASILY USE PART OF AN IMAGE. THE DIDDE MVP PRESS IS EQUIPPED WITH MOTOR DRIVEN GEAR BOXES FOR AUTOMATED LINEAL REGISTER. LATERAL REGISTER IS MEASURED THE SAME WAY AND THE AMOUNT OF REGISTER MOVE FOR EACH COLOR IS DISPLAYED ON THE OPERATOR'S CONTROL SCREEN. YOU WILL SEE RICK MOVE EACH PLATE

CYLINDER TO ADJUST THE LATERAL POSITION FOR REGISTER.

Rick on-camera. Presenter in voice-over.

MVP on camera. Pan and zoom on products flowing from delivery end. Presenter in voice-over.

Presenter on-camera. She closes with sincerity and power.

Camera slowly pan press length. Presenter in voice-over.

Presenter on-camera. She holds up finished sample as she speaks. Slowly zoom back to show technical sales staff assembled beside her along press.

(END QS-1; COMMENCE RUN)

RICK IS SIGNALING THAT THE MAKEREADY ON OUR DIDDE MVP IS COMPLETE AND WE'RE READY TO ROLL! OUR MAKEREADY TIME AVERAGES 13 MINUTES FOR THIS JOB. THE MVP IS NOW PRINTING, DRYING, FOLDING AND FINISHING THE 8½-BY-11 FOUR PAGE NEWSLETTER I SHOWED YOU EARLIER.. HOW ABOUT THAT? OF COURSE, IF FOUR ADDITIONAL PLATES HAD TO BE HUNG, MAKEREADY TIME MIGHT REACH 21 MINUTES, BUT, WITH ALL THE HUGE TIME AND COST SAVINGS YOU'VE SEEN HERE, THOSE MINUTES HARDLY MATTER, DO THEY?(!)

THE DIDDE MVP IS PERFECT FOR A MULTITUDE OF PRINTING AND FINISHING APPLICATIONS. WITH IT, YOU'LL BE ON BOARD ALL THE GROWING NEW PRINTED-PRODUCT AREAS WITH THE MOST-COMPETITIVE PRINTING AND FINISHING SYSTEM AVAILABLE TODAY.

YOU'LL START BY BEING "DIFFERENT" AND CREATING A COMPETITIVE ROLL-TO-SHEET NICHE IN YOUR MARKET. YOU'LL QUICKLY FIND THE DIDDE MVP ATTRACTS NEW BUSINESS. THIS WILL CREATE MORE OPPORTUNITIES FOR YOU TO EXPAND THE MARKET FOR YOUR SERVICES. IT'S A STRATEGY THAT WILL PAY FOR ITSELF -- AND BRIGHTEN YOUR FUTURE IN COMMERCIAL PRINTING!

NOW I'D LIKE TO INVITE YOU TO COME UP, HAVE A CLOSER LOOK AT THE DIDDE MVP FLEXIBLE COMMERCIAL PRINTING SYSTEM AND GET MORE INFORMATION ON WHAT IT CAN DO FOR YOUR BUSINESS. YOUR SAMPLE COPY OF THE NEWSLETTER WE JUST PRINTED AND FINISHED IS READY FOR YOU WITH OUR COMPLIMENTS. DIDDE TECHNICAL AND BUSINESS STAFF MEMBERS ARE ON HAND TO ANSWER ALL YOUR QUESTIONS ABOUT ROLL-TO-SHEET PRINTING AND IN-LINE FINISHING FEATURES OF THE DIDDE MVP. THEY'LL TELL YOU HOW YOU CAN BUILD YOUR OWN NICHE AND A NEW SUCCESS ON THE SOLID FOUNDATION OF ITS AWESOME CAPABILITIES. AND, BE SURE TO ASK ABOUT THE NEW "PROFIT LEADERS' EDGE" VIDEO, JOINTLY DEVELOPED BY N.A.P.L. AND DIDDE TO HELP YOU TARGET NICHE OPPORTUNITIES FOR YOUR CAPABILITIES AND FUTURE EQUIPMENT. YOU WON'T WANT TO MISS IT!

THANKS FOR BEING WITH US TODAY... AND DO
REMEMBER THE DIDDE MVP!!

MIKE OFF. VIDEO OFF. MONITORS OFF. PRESS
OFF. Presenter exits gracefully.
Presentation ends