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NEWS

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Xitron Announces Reseller Agreement with Anderson & Vreeland

Navigator RIPs, device interfaces, workflow, now available for label, narrow web, and packaging applications

Ann Arbor, Michigan – March 5, 2014– Xitron, the leading independent developer of RIP and workflow products for the printing industry, has announced the signing of a reseller agreement with Anderson & Vreeland, North America’s foremost provider of flexographic printing equipment and supplies.

“We’re extremely pleased to partner with Anderson & Vreeland,” said Karen Crews, President of Xitron. “We’re in the process of releasing products designed specifically for label, narrow web, and packaging applications. With over 50 years of knowledge and expertise in these markets, Anderson & Vreeland figures very prominently in our plans.”

One of the most prolific and successful developers of the Harlequin RIP in commercial printing applications, Xitron has sold over 25,000 Navigator RIP and workflow systems around the world. “Xitron’s products are uniquely suited to Anderson & Vreeland’s distribution strategy as our customer base moves toward digital output,” said Lee Zerfass, Digital Business Manager for Anderson & Vreeland. “Their RIPs and workflow already drive most of the legacy film systems currently in use, which means Xitron will help us bridge our customer transitions to digital.”

Several joint product announcements are planned over the next few weeks, as are technical training and orientation sessions. “We’re looking forward to bringing Xitron’s ‘Prepress Independence’ approach to Anderson & Vreeland customers,” concluded Zerfass.

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About Xitron

Xitron develops advanced workflow systems and interfaces to drive the prepress industry's most popular new, and legacy output devices, prolonging our customers' investments. In addition, Xitron's pressroom workflow solutions extend the functionality of press consoles from a number of industry leading press manufacturers. Xitron's Navigator RIP, Raster Blaster TIFF Catcher, and Xenith Workflow solutions are recognized as pre-press standards. Built around the Harlequin RIP core technology from Global Graphics and the Adobe PDF Print Engine from Adobe Systems, Xitron engineers continue to develop solutions for the graphic arts market, driving hundreds of different models of imagesetters, proofers, platesetters, and digital presses. With shipments of more than 25,000 RIPs, Xitron is the largest independent provider in the market. For more information about Xitron, visit us at www.xitron.com.

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Note to Editors:

If you need photos to accompany this release contact Bret Farrah at Xitron.

To update contact information or request removal from our editorial mailing list, send an email to bfarrah@xitron.com.