

News Release



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Anderson & Vreeland to Distribute OKI® Digital Color Printers

Bryan, OH (April 4, 2011) – OKI Data Americas, which markets its products under the [OKI® Printing Solutions](#) brand, including the [OKI proColor™ Series](#), has appointed [Anderson & Vreeland, Inc.](#) as one of its distributors in the United States effective immediately.

The OKI proColor™ Series is an innovative family of products for color-critical applications in graphic arts and production environments, built on parent company OKI Data Corporation's history of leadership and innovation in color printing. The OKI proColor™ Series uses Single Pass Color™ and award-winning LED technology widely recognized for its reliability as it requires fewer moving parts.

“The OKI proColor™ Series defines a new segment in the graphic arts and production market, allowing users to produce short-run jobs faster and with

unprecedented media flexibility at its low price point,” said Randy Rickert, Director, Graphic Arts & Production, [OKI Data Americas](#). “We are excited to kick off our partnership with Anderson & Vreeland because it will introduce their broad customer base to the products’ groundbreaking capabilities.”

Ideal for color-accurate proofs, short-run color jobs that include variable data, and cost-efficient web printing, the OKI proColor™ Series delivers to the industry’s most exacting color standards, with low investment/operating costs.

Darin Lyon, Vice President and General Manager of A&V, noted, "The OKI proColor™ Series represents a strategic fit in our flexographic space and will complement our extensive portfolio of the industry’s finest equipment. The addition of OKI Printing Solutions HD technology continues with our tradition of bringing innovation and best-in-class solutions to our customers to improve their ability to grow new business through horizontal and vertical channels."

Anderson & Vreeland will sell the OKI proColor™ Series and provide technical support using a nationwide staff of technical sales representatives. For more information visit www.AndersonVreeland.com or call toll-free 866.282.7697.

About Anderson & Vreeland, Inc.

Founded in 1961, Anderson & Vreeland has earned an international reputation as the leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a “systems approach” to plate processing, with state-of-the-art equipment, materials and software specifically designed for flexo. A&V supports

these products with 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company's substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at <http://www.AndersonVreeland.com>.

About OKI Data Americas, Inc.:

[OKI Data Americas Inc.](#), headquartered in Mount Laurel, N.J., and a subsidiary of OKI Data Corporation of Japan, markets PC peripheral equipment and customized document management solutions under the OKI Printing Solutions brand, including [digital color](#) and [monochrome printers](#), color and monochrome [multifunction products](#), [serial impact dot matrix printers](#), [thermal label printers](#) and POS printers, as well as a full line of options, accessories and consumables. Utilizing Genuine OKI® toner ensures consistent, reliable and high-quality output that maximizes performance. [OKI Data Americas](#) also serves the Graphic Arts & Production market with the [OKI proColor™ Series](#). [OKI Data Americas](#) takes a consultative approach to supporting every customer's needs and delivering individualized print solutions that optimize business performance. The company's innovative technology is backed by Tokyo-based parent company Oki Electric Industry Co., Ltd., a world leader in information processing systems, telecommunications and electronics; and an approximately \$4.7 billion multinational corporation according to its FY 2009 financial reporting. Keeping its customers' needs top of mind, [OKI Data Americas](#) is ISO 9001:2008 certified and offers a selection of ENERGY STAR(r) certified products.

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OKI, Reg. OKI Electric Industry Co., Ltd. ENERGY STAR Reg. T.M. U.S. EPA, Single Pass Color T.M. and design Reg. T.M. OKI Data Corp., proColor, T.M. OKI Data Americas

Photo – OKI proColor™ Series pro510DW – a compact, affordable and easy-to-operate web printer for short-run, continuous web printing.