

PRESS RELEASE

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Rose City Printing and Packaging Boosts Productivity with KBA Rapida 105 Press

Portland, Oregon firm outshines competitors and maintains double-digit growth

KBA North America, a global press manufacturer based in Dallas, Texas, announces that Rose City Printing and Packaging, a general commercial printer located in Portland, Oregon, and Vancouver, Washington, has purchased a pre-owned KBA Rapida 105 41-inch six-color sheetfed press with coater. The firm installed the new press at its new Gresham, Oregon facility in January 2010 and expects the press to start production in March 2010.

“The new KBA press is a key ingredient to maintaining our substantial growth and leadership in the market,” says Steve Lobis, Rose City’s co-owner, vice president, and general manager. “It will be the centerpiece of our newly-opened Gresham facility where we will be producing a mix of specialty packaging for the 40-inch market for large-scale food customers like Seattle-based Continental Mills, which makes Krusteaz pancake and baking mixes.”

The new KBA Rapida 105 41-inch six-color press plus coater being installed at Rose City Printing and Packaging features a speed of 18,000 sheets per hour, board package up to 48 point, direct drive independently driven feeder, fully-automatic non-stop delivery, declutching for all units, universal grippers requiring no adjustments between any substrate thickness, fully-automatic coater plate changing, an eco-friendly rating with internationally-recognized certificate as “emission-tested,” as well as a computer-controlled air setting with memory. It also provides Rose City with a larger sheet size and image area than the older 40-inch press from a different manufacturer that is being replaced.

Lobis admits that the company sized up other press manufacturers before settling on KBA. “We looked at Ryobi, Mitsubishi, Heidelberg, and Man Roland,” says Lobis. “But we felt that KBA made the best fit for our packaging production and had the highest reputation in the packaging sector. Their press really stood out above and beyond the rest.”

In addition, Lobis cites the Rapida’s ability to print thicker substrates than other competitive presses, its reputation for durability, its ability to go from paper to board with no manual changes, and its premier local

service and fast-growing 40-inch installation base in the Portland region, as further reasons for sealing the deal to partner with KBA.

For most of the past decade, Rose City Printing and Packaging has fulfilled its aggressive growth plans and maintained a steady double-digit sales trajectory that would make most printers envious. "For the last eight years we've posted a 20% sales growth each year," says Lobis. "But last year was our most successful year. We posted a 35% to 40% sales growth in 2009. We're expecting sales to rise this year by 25% mostly from new incoming business."

What is the secret behind Rose City's success? "We've developed a sterling reputation for service," he says. "We outshine our competitors in responsiveness, turn-times, and customer service. Our employees have a 15-minute mandate to respond to our customers. That's what differentiates us from our competition. We provide our employees with quite a lot of training and knowledge to allow them to become a resource for our customers. If a customer has a question about their graphics, a typical printer will get back to them in two to three days. Not us. Our philosophy is to provide a smooth, fast response. For example, Starbucks might send out design requests to ten different printers for a job and the deadline is one to two weeks; we get the design back to them the next day and we'll have won the job and have it being produced before the other printers even send back their proposals."

While the new Gresham printing facility opens in early spring, the firm is also moving its corporate headquarters to Vancouver, Washington, and closing its 107,000 sq ft operation in Portland, Oregon. The 80,000 sq ft Vancouver facility, which was opened in August 2007, will house the management team as well as two larger KBA 56-inch seven color presses where it will produce specialty printed and folded cardboard packaging for corporate clients in the region, including Starbucks, Nike, and Harry & David.

Rose City was founded in Portland in 1945 as Rose City Paper Products. By the 1960s the company had changed its name to Rose City Paper Box and was operating as a respected local litho printing company. In 1990 the business was moved from several buildings in southeast Portland to one 107,000 sq ft building in northwest Portland. In 1997 the company changed its name to Rose City Printing & Packaging. As the company moved from one century to another, its management team re-invented the organization from a small, local, owner-operated shop to a professionally-managed regional player. A board of directors and a new strong management team was named to guide the company into the future. The leadership team is made up of Steve Lobis (vice president and general manager), Chris Farm (operations), Todd Smith (quality), and Jeff Hall (sales). In 2007 after four consecutive years of record-setting growth, Rose City opened a second facility in Vancouver, Washington, effectively doubling its capacity. This year the 120-employee company is moving its corporate headquarters to the Vancouver facility and opening a new facility in Gresham, Oregon, near Portland.

KBA North America is a member of the KBA Group, a leading global supplier of sheetfed, webfed, and digital offset presses located in Dallas, Texas. KBA is dedicated to excellence in printing technology. The company's greatest satisfaction comes from helping its customers succeed by building presses that enable their businesses to prosper. From engineering through production, KBA's focus is on people,

providing flexible technology, customized printing solutions, and personal service to help its partners differentiate themselves and be successful today and in the future.

Related websites:

www.kba.com

www.rcpp.com

Captions:

Photo 1: (Left to right) Ben Smith, plant manager at Rose City's Portland facility; and Randy Perkins, KBA district sales manager; discuss the many new features on the KBA Rapida 105 41-inch six-color sheetfed press plus coater being installed at the new facility in Gresham, Oregon.