



PRESS RELEASE

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K/P Corporation Improves Efficiency and Cuts Costs with Océ VarioPrint 6250 Simultaneous Duplex Digital Printers

West Coast direct marketing provider reduces energy consumption and decreases carbon footprint

October 3, 2008 – Trumbull, CT – Océ, an international leader in document management and delivery, announced today that K/P Corporation, a direct marketing provider headquartered in San Ramon, California, has recently installed six Océ VarioPrint 6250 digital printers; four in their Sacramento production center, and two additional units for the San Leandro operations. The six simultaneous duplex digital printers will support K/P's business growth and will be used for a variety of high volume applications, including medical booklets, enrollment packets and direct mail pieces, along with customer statements, bills, and TransPromo documents.

Over its 75 year history, K/P Corporation has successfully grown and expanded its business, evolving its core competencies to include complementary direct mail and fulfillment services, web-based applications, and custom program solutions. With a diverse customer base throughout the West, K/P needed a solution that would allow the company to boost the efficiency of production while maintaining the high-quality, zero-defect output for which it is known. In addition to meeting production requirements, K/P needed a digital print solution that would further its sustainability goals.

"We had an influx of work that called for us to make some significant changes in our capability," said Glenn Morgan, Vice President of the Sacramento operations for K/P Corporation. "With a combined monthly volume running between 13 and 20 million impressions, we needed a solution that could keep up with our demand." Due to its speed and near-perfect registration, the Océ VarioPrint 6250 system, in combination with offline perfect binding, uniquely met these requirements. "The printers are extremely fast, so by

performing the binding offline we increase our overall productivity by making the most of printer speed and avoid slowing down the booklet production process overall,” explained Morgan.

Total cost of ownership has improved at K/P Corporation as a result of bringing in the Océ VarioPrint 6250 digital printers. “We examined the economics of the solution and found that the Océ VarioPrint 6000 digital printers are more efficient to own and run than competitive equipment,” Morgan said. In addition to sheer productivity, the Océ VarioPrint 6000 family is engineered to maximize simplicity of use, so operators are able to use their time more effectively. “One of the most important benefits is that we now have a three-to-one machine-to-operator ratio. That saves us money and is a significant improvement for our operation,” Morgan explained.

With its industry leading sustainability features including solvent-free, mono-component toner, and an organic photoconductor, with no developer, no silicon fuser oil, and no toner waste bottle the Océ VarioPrint 6000 solution met K/P Corporation goals for “green” operation. In addition, Océ VarioPrint 6250 power consumption is approximately 35 percent lower than minimum Energy Star® requirements and ozone levels are consistently below the threshold of human detection.

K/P Corporation CEO, Susan Kelly explained, “Our customers look to us to be an early mover and be 'green,' and that really influences us in the choices that we make. It was important to us to select equipment from a company like Océ that has a strong sustainability practice in the way they manufacture their equipment, the way the equipment runs, and the way they extend the life of their equipment with strong re-use and re-manufacture policies.”

Kelly expects K/P to ramp up their capabilities in the area of TransPromo documents now that the Océ VarioPrint 6250 printers are on board. “We have made significant investment in security and quality over the years, but that all comes to fruition when you are able to create a level of automation between the front end of marketing and the back end of production. With the installation of the Océ VarioPrint 6000 solutions, we can now bring that level of sophistication to our customers.”

About the Océ VarioPrint 6000 Family

The Océ VarioPrint 6000 Family is the world's most productive family of digital, duplex, cutsheet printing systems. In 2006, Océ introduced the flagship Océ VarioPrint 6250, which produces 250 letter-sized duplex prints per minute, up to 70 percent faster than any other device in its class. Shortly after its debut, the system received the 2006 On Demand "Best of Show" award.

This award was followed by the prestigious PIA/GATF InterTech Award, and BERTL's rare "Beyond Five-Star" rating. To meet customer requirements for digital duplex cutsheet printing in multiple speed bands, Océ recently offers the Océ VarioPrint 6160 at 160 duplex prints per minute and the Océ VarioPrint 6200, delivering 200 digital duplex prints per minute. All three systems are engineered from the ground up as

duplex printers and powered by Océ Gemini Instant Duplex technology, which presses images onto both sides of the page in a single pass—simultaneously.

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Background

Océ N.V. is a leading international provider of digital document management technology and services. The company's solutions are based on Océ's advanced software applications that deliver documents and data over internal networks and the Internet to printing devices and archives -- locally and around the world. Supporting the workflow solutions are Océ digital printers and scanners, considered the most reliable and productive in the world. Océ also offers a wide range of display graphics, consulting and outsourcing solutions.

Océ employs around 24,000 people, with 2007 revenues of approximately \$4.6 billion, operates in more than 90 countries and maintains research and manufacturing centers in the Netherlands, the United States, Canada, Germany, France, Belgium, the Czech Republic, Romania and Singapore. Océ North America is headquartered in Trumbull, CT, with additional business units in Chicago, IL; New York City; Boca Raton, FL; Salt Lake City, UT and Vancouver, BC. North American revenues represented approximately half of Océ's worldwide business in 2007, and employment is currently 11,000. For more information about Océ, visit www.oceusa.com. Outside the U.S., consult www.oce.com.

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