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: PRESS RELEASE

***schlott gruppe* presses ahead with soft-proofing**

> Technical cooperation project with Meyle+Müller

Freudenstadt, 19 July 2010. In close cooperation with Meyle+Müller (Pforzheim/Germany), one of the largest and most innovative companies within the prepress industry, *schlott gruppe* is working intensively on introducing and refining a high-performance digital soft-proofing system (also known as monitor proofing).

The accurate on-screen representation of printed material is to replace conventional processes used within this area, such as paper-based printouts of proofs. Thus, the entire order – from the photo shoot to final coordination and print release – can be processed digitally.

By using certified hardware and software within the parameters of predefined standards, text and images can be displayed on the monitor in a manner that accurately represents the quality and colour of the printout. Owing to a standardised process, all those involved in the print production project have access to an identical on-screen image of the material to be printed – irrespective of their location. Thanks to the calibrated electronic display, various surface properties of print paper can be simulated and thus replicated on screen in a lifelike manner.

The seamless digital process offers significant advantages for customers, prepress service providers and printers. The all-embracing digital approach will bring considerable changes to the current



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processes, as well as delivering tangible benefits with regard to production workflow.

The digital solution is to be introduced and extensively tested by schlott gruppe and Meyle+Müller during a pilot project with one of the printing company's main customers.

About schlott gruppe AG:

schlott gruppe is one of the leading service providers within the European printing industry. *schlott gruppe* offers advertisers and customers within the publishing and mail-order industries an extensive range of services relating to print and digital media. The company's portfolio includes the full range of activities from media services and gravure/offset printing to post-press and logistics services.

For further information, please contact:

schlott gruppe AG	Wittlensweilerstraße 3
Marco Walz	72250 Freudenstadt
Investor Relations & PR	GERMANY
Phone: +49 7441 531-230	marco.walz@schlottgruppe.de
Fax: +49 7441 531-204	www.schlottgruppe.de