



**CRON - ECRM**

**FOR IMMEDIATE RELEASE**

March 16, 2015

**CONTACT:**

Steve Mattingly  
Southern Lithoplate, Inc.  
(800) 638-7990 ext. 2240  
Fax: (919) 556-1977  
SMattingly@slp.com  
www.slp.com

**Southern Lithoplate and CRON-ECRM Formalize Exclusive Distributorship  
Agreement on Newspaper Prepress**

WAKE FOREST, N.C. — Southern Lithoplate, Inc. (SLP) and CRON-ECRM LLC today announced an agreement that names Southern Lithoplate the exclusive distributor of CRON-ECRM thermal computer-to-plate systems and accessories for the newspaper and coldset web printing markets in North America. Southern Lithoplate now offers its large base of current and future customers across the United States, Canada and Mexico unique new turnkey thermal CtP solutions for flexible prepress production — backed by SLP's industry-leading sales, service and technical support, along with the newly created SLP Solutions Program.

CRON-ECRM further strengthens SLP's world-leading CtP partners and proven Strategic Alliance partnerships. This newly created partnership, five years in the making, underscores the printing plate manufacturer's commitment to becoming the foremost solutions resource to printers and publishers.

“Our alliance with CRON-ECRM creates additional opportunities to help our valued customers achieve the utmost quality and productivity and reduce waste and cost,” said Steve Mattingly, senior vice president of Southern Lithoplate.

“We are pleased to extend our relationship with Southern Lithoplate so we can serve a broader range of customers,” said Rick Black, president and CEO of CRON-ECRM. “Southern Lithoplate is the respected prepress consumables leader for this market dedicated for the long term. Southern Lithoplate’s delivery of prepress technology supported by their nationwide sales and service organization are critical to our mission of continually offering innovation along with customer support.”

CRON-ECRM produces highly efficient thermal CtP technology for newspaper and commercial printing applications. CRON-ECRM’s thermal CtP systems provide reliable, high-quality platemaking at high imaging speeds, combined with an ultra-low long-term cost of ownership. Thermal imaging easily supports run lengths up to 200,000 impressions, ideal for typical newspaper and coldset web printing. Printers moving to processless technology can take advantage of Southern Lithoplate’s full CtP portfolio, including the emerging no-process plate and this CRON-ECRM CtP solution.

Artigraf, S.A. de C.V. will serve as SLP’s exclusive agent for CRON-ECRM in Mexico. Artigraf is a distributor of products for print and digital solutions headquartered in Mexico City. The equipment supplier has 13 branches strategically located within the Mexican republic.

Southern Lithoplate ([www.slp.com](http://www.slp.com)) is a leading provider of digital plate solutions and associated products for the newspaper and high-quality commercial sheetfed printing markets. Southern Lithoplate’s service infrastructure is designed to support customer productivity and profitability from prepress through the pressroom and beyond. Equipment manufacturers have confidence in Southern Lithoplate’s ability to service customers’ prepress and pressroom technology.

Southern Lithoplate is committed to working closely with customers to improve printing techniques and quality, such as participation in the Specifications for Newsprint Advertising Production (SNAP) Certificate Program. Southern Lithoplate also is helping customer partners print to G7-based specifications through its G7 Quality Program. State-of-the-art manufacturing facilities located in North Carolina and Michigan exceed the needs of Southern Lithoplate's customer markets. The company is headquartered in Wake Forest, N.C., near the world-renowned Research Triangle Park.

###