



YOUR IMAGE WITH DIGITAL OFFSET COLOR!

What Does “Digital” Mean In The Printing World?

“Digital,” definition-wise, means representing data as a series of numerical values, and the transmission and use of the data. In the case of printing, it means how information is translated from the human mind (the idea stage) to a series of printed dots on a sheet of paper (the brochure, newsletter postcard, etc.).

Our Digitally-Imaged Offset Press

(DI) is the best offset press available, but, like any computer-driven device, it can only do what it is told; it cannot create. Our people are still the initiators of the process. Our Monday morning brain-storming sessions focus on ideas, because everything begins with an idea, a concept. It is the job of graphic artists, to get the idea into a digital format using software and hardware. Golden Belt Printing’s graphic artists are good at this. We work hard at it.

The idea, now in digital format, must be tweaked or revised until it accomplishes its purpose. That too is the job of the graphic artist in conjunction with the client. The artist’s idea must mesh with the client’s, so that the printed piece fulfills its mission.

Translating that concept to a tangible format is another thing we’re good at. Our systems facilitate the transfer of the digital concept to a digital/mechanical means of production. Because clients

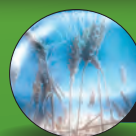
More ►



Use your smartphone or web-cam to scan this QR Code to watch a popular YouTube video showing the advancement of technology at Golden Belt Printing, Inc.



Or type this link in your browser URL line:
<http://youtu.be/eTIEZF9PXtc>



ignite!

YOUR IMAGE WITH DIGITAL OFFSET COLOR!

demand it, because our business plan requires it, we must accomplish this step with repeatable accuracy, color fidelity, and practical economy.

Along the way, we look forward to helping you, our clients and friends see what we do and how we do it, so your printed pieces can be the best possible.

We've been doing this for many years. Yes, the processes have changed dramatically. No, the dedication with which we do our job, the professionalism, and the reliability have not changed, and will not. We welcome newer technology, implementing it as it meets our standards. In the months ahead watch for continuing developments at Golden Belt Printing in the digital and creative areas.



Good Samaritans on the Road to Digital

A personal note from
Roy Lynn Myers, President, Golden Belt Printing, Inc.

We're honored to be the featured business this month in the Chamber's Outlook Business Journal.

In the printing business the evolution to a digital workflow has been slow at times, frighteningly fast at others. Along with *evolution*, our business has seen *revolution*. In fact, in the storyline of Golden Belt Printing, Inc. over the last thirty years, there's been complete replacement of technology more than once: from letterpress to offset to digital.

We've not made this journey on our own; there have been many Good Samaritans along the way:

- Loyal clients — who stayed with us as we evolved.
- Employees — excited by the prospect of our new equipment, processes and their improved job skills.
- Vendors — who, although their primary purpose was to sell equipment and supplies, provided "continuing education" so we could stay abreast of trends.
- Necessity — always a motivator, since we want to stay in business and provide for our employee community.

All of these have given invaluable support and thrust to the mission of providing accurate, reliable, cost-effective, day-by-day, month-by-month, year-by-year service to our clients. To all I am sincerely grateful.

