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Wikoff Color Rebrands Technical Service Arm to Wikoff Technical Solutions

Wikoff Color is proud to introduce Wikoff Technical Solutions, formerly known as the Technical Service Group. The name change follows an expansion of services and support offered to the printing and converting industry.

Beau Snider, the Director of Corporate Technical Service at Wikoff explains the need for the re-brand, "Wikoff has always been a leader in providing technical service and solutions to our customers—our group needed a name that clearly defined that. We believe that among other ink companies we are set apart in the expertise that we bring to the table at the corporate and local level."

"We are aware that we have the opportunity to widen the gap between the value we offer our customers in terms of technical solutions compared to our competition, especially in the environment our industry faces today," elaborates Daryl Collins, VP of International and Corporate Services at Wikoff. "This newly branded Wikoff Technical Solutions Team—combined with the service and support your local Wikoff team provides in the way of color matching, troubleshooting, and responsiveness—gives us a tremendous competitive edge in this highly competitive business."

The Wikoff Technical Solutions team is built on the three key pillars of Print/Press/Ink Optimization (PPI), Color Confidence and Value Added Pressroom Supplies and offers the following services:

- 1) Print, Press, Ink (PPI) Optimization
 - Troubleshooting
 - Best practices
 - Consulting
 - Training
 - Analytical Services
 - Inkjet Services
- 2) Color Confidence
 - G7® Calibration
 - SGS/GMI Fingerprinting
 - X-Rite Equipment and Software
 - Techkon
 - pressSIGN
 - Ink Dispensing Units
 - Customer Training

3) Value Added Pressroom Supplies

- Wikoff Graphics Photopolymer Plates
- ESKO Pre-press Products
- Lithographic Blankets
- Pressroom Chemicals
- Press Supplies
- Lithographic Rollers

For more details and pricing information, please reach out to Beau Snider (beau.snider@wikoff.com).

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