



FOR IMMEDIATE RELEASE
PAGE 1 OF 2

Tempt™ In-Store Productions Completes Installation of New 81-Inch, Six-Color Press

World's Largest Sheetfed Press Will Give Retailers and Marketers a Broader Range of In-Store Marketing Solutions

SUSSEX, Wis., October 13, 2014 – Tempt In-Store Productions, a Quad/Graphics company (NYSE: QUAD), today announced it has completed the installation of its newest large-format press, a KBA Rapida 205, which is ideal for printing POP signage, posters, displays and graphics of all kinds up to 81 inches by 59 inches (1.51 x 2.05 meters) in size on a wide range of paper and plastic substrates.

“This 81-inch press will allow Tempt to provide a new level of options for retailers and marketers looking to push the boundaries of shopper engagement,” said Mike Draver, President of Tempt. “From faster changeovers to super-large sizes on many substrates, this investment underscores our commitment to offering the widest possible range of solutions for our customers.”

A 60-second video of the press installation at Tempt’s Milwaukee-area facility can be viewed [here](#).

The new press complements the existing fleet of large format presses and represents another step in the company’s mission to enhance its global in-store marketing platform and bring the latest technology to customers. In addition to the continued investment in large format sheetfed presses, the group has added four high-speed large-format digital UV presses to its North American and European facilities. The combined platform provides retail clients maximum flexibility regionally, nationally or globally.

“We continue to invest in our platform using the highest level of technology to minimize cost and improve speed to market for our customers,” Draver said. “We are passionate about providing options and flexibility to help retailers and marketers achieve their in-store marketing goals.”

Later this month, Tempt will showcase an array of solutions for retailers and consumer packaged goods companies at the Shopper Marketing Conference & Expo in Minneapolis, October 21-23, 2014, booth #519.

About Tempt

Tempt™ In-Store Productions (www.tempt-ing.com) is a Quad/Graphics company that provides in-store programs for many of the nation’s leading retailers and brand marketers. Tempt offers extensive production and structural design expertise to develop innovative and engaging temporary retail display programs that engage shoppers and provide a seamless path to purchase. From design and prototype services through large-format printing, finishing customized kit packing, Tempt delivers in-store destinations that build brand value and enhance the shopping experience.



About Quad/Graphics

Quad/Graphics (NYSE: QUAD), a leading global printer that is redefining print in today's multichannel media world by helping marketers and publishers capitalize on print's ability to complement and connect with other media channels. With consultative ideas, worldwide capabilities, leading-edge technology and single-source simplicity, Quad/Graphics has the resources and knowledge to help its clients maximize the revenue they derive from their marketing spend through channel integration, and minimize their total cost of print production and distribution through a fully integrated national distribution network. The Company provides a diverse range of print solutions, media solutions and logistics services from multiple locations throughout North America, Latin America and Europe.

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