



## P R E S S   R E L E A S E

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FOR IMMEDIATE RELEASE

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### Nazdar® Consulting Services Awards SBPI with Chromatix® Certification

SHAWNEE, KS – Nazdar® Consulting Services proudly announces that SBPI has achieved the distinction of becoming Chromatix® Certified Printers. Nazdar® Consulting Services is dedicated to improving the productivity, quality and profitability of screen and digital printers through consulting and training by industry leading experts.

According to Bruce Ridge, Nazdar® Consulting Service's Business Director of Chromatix® Programs, "Chromatix® Certification establishes and promotes the adoption of industry standards and the process methods necessary to consistently meet those standards. To become Chromatix® Certified, printers need to demonstrate sustainable and superior performance in quality and productivity. Chromatix® Certification, which is copyright protected, is completely free from subjectivity because of measurement tools developed by Nazdar® Consulting Services."

Based in St. Louis, MO SBPI utilizes leading edge technology to produce POP graphics. Their screen printing department has adopted the Chromatix® System for four color process printing.

The “print by numbers” approach allows for precise matching of approved proofs by calibrating equipment and continual monitoring of dot gains, ink densities and registration.

As well as screen printing, SBPI provides additional services such as offset printing, digital imaging, finishing & fabrication, and packaging and fulfillment.

For more information from SBPI contact them at SBPI, Inc., 10225 Page Industrial, P.O. Box 8487, St. Louis, MO 63132, or by phone at (314) 423-2424. [www.sbpigraphics.com](http://www.sbpigraphics.com).

“Certification is an important step for a company to follow after participating in the Chromatix® Program for a couple of years,” states Bruce Ridge. “It’s the only certification program offered in the screen printing industry and we’re seeing a lot of enthusiasm for establishing the standard. It’s the best way to ensure that the information and practices of the Chromatix® Program are understood and being implemented on a daily basis.”

### **About Nazdar Consulting Services...**

Nazdar Consulting Services is a division of Nazdar, the largest manufacturer of screen and digital printing inks and chemicals in North America with a growing presence in international graphics markets including South America, Europe and Asia. For more information, visit the Nazdar Consulting Services website [www.nazdarconsulting.com](http://www.nazdarconsulting.com), email [chromatix@nazdar.com](mailto:chromatix@nazdar.com), phone 800-677-4657 ext. 2003, or write to 8501 Hedge Lane Terrace, Shawnee, KS 66227-3290 USA.

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