

## **FOR IMMEDIATE RELEASE**

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### **Allegra Network LLC Approves SpeedyDry – Genesis LLC As A Preferred Provider**

**Charlotte, NC:** SpeedyDry - Genesis LLC is pleased to announce a preferred provider agreement with Allegra Network LLC, one of the world's largest printing franchises with more than 400 worldwide locations. The **SpeedyDry** revolutionary ink additive formula will now be available throughout the entire Allegra Network. **SpeedyDry** is an innovative and technological breakthrough in the printing industry that reduces drying times by 50% to 80% in numerous hard to dry inks and stocks such as "reflex blue" and metallics.

"We are very pleased to be associated as a preferred provider with Allegra Network LLC, one of the world's largest printing franchises, says Bryan Isley, President of SpeedyDry-Genesis LLC. The numerous benefits and competitive advantages that **SpeedyDry** brings to the pressroom operation in turnaround times and lower production costs will now be available to the entire Allegra Network, therefore enhancing their ability to compete within the printing industry in these challenging economic times. I am very pleased to see our product tested, recommended and endorsed by a national printing concern of the magnitude of the Allegra Network."

According to a recent Graphic Arts Technical Foundation Research Report, **SpeedyDry's** revolutionary molecular cross-linking formula "dramatically reduced ink setting times (by up to 77%) with no significant impact on print quality or ink properties." Drying time for the problematic "reflex blue ink" and "yupo substrates" was reduced by 76% from the typical 12 to 24 hour timeframe to less than 3 hours using the **SpeedyDry** product. Press times and production costs were reduced by similar amounts on various polyester and paper stocks in a series of tests and evaluations by GATF. The product also exhibits increased adhesion and rub-resistance properties to the finished print product eliminating the need for expensive aqueous coatings, varnishes or the purchase of costly in-line press equipment.

**SpeedyDry** works on any substrate and stock with regards to drying issues. It

interfaces with all lithographic inks and performs well on all stock types, including synthetics. It is even being used effectively to provide extra “kick” to UV-cured inks.

Within 24 hours **SpeedyDry** is laser safe and resistant to laser and thermal printers and other high-heat inks and copiers. The product actually causes the ink to dry faster and harder with the use of heat in any format, including infrared. **SpeedyDry** is not categorized as a hazardous material. A MSDS is available on the website [www.speedydry.com](http://www.speedydry.com).

The product could easily be characterized as a “disruptive technology” because it is a simple, low cost, convenient, and easy-to-use innovation that ultimately improves the finished print product and reduces overall production cost. Additionally the additive offers the printer a way to reduce energy consumption associated with mechanical dryers, increase press speeds, reduce work in process, reduce scrap and unforeseen make-ready time and allow the workload to be shared by the less experienced pressmen.

**SpeedyDry** translates into more completed jobs, reduced costs, and higher profits for the printing business. With reduced labor, materials, equipment, spoiled job costs plus a expanded product line, print shop management and owners can actually focus on their primary business objectives of sales, new accounts and customer service.

### **About Genesis LLC**

**SpeedyDry** ink additive is an innovative and technological breakthrough in the printing industry developed by pressmen, for pressmen. The **SpeedyDry** product was formulated by two working pressmen in an effort to find an ink additive that would deliver quality printed products in a shorter time frame while minimizing the chance of a spoiled or bounced job and ultimately increasing their productivity and profitability. The goal of their endeavor “providing products that increase productivity and improve profitability” remains the company’s mantra and objective as **SpeedyDry** addresses the printing marketplace. Inquiries and questions should be directed to Bryan Isley, SpeedyDry – Genesis LLC at 704-400-7028 or emailed to [bryan.isley@speedydry.com](mailto:bryan.isley@speedydry.com). General information, order forms and price list can be found at the **SpeedyDry** website at [www.speedydry.com](http://www.speedydry.com).

### **About Allegra Network LLC**

Allegra Network, with more than 400 locations in North America and Japan, supports six brands including Allegra Print & Imaging, American Speedy Printing, Instant Copy, Insty-Prints, Speedy Printing and Zippy Print. The company was ranked 108 on *Entrepreneur* magazine's Annual Franchise 500, and 90<sup>th</sup> on the publication's global franchisor list (2004). Allegra Network's independently owned franchises specialize in full-service print and graphic communications. Principal shareholders include Bill McIntyre, members of Allegra Network management and Domino's Pizza founder and former CEO Thomas S. Monaghan. For more information, contact Brian D. Baker, Printing Equipment Specialist, at 248-596-8642.



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