

Press Release
May 17, 2006

Lillie Suburban Newspapers chooses Web Press Corporation for Color

Installation of two Quad-Stack 4 over 4 color towers and new CTP equipment has just been completed at Lillie Suburban Newspapers in North St. Paul, Minnesota.

A customer recently called the newspaper complaining that the paper looked like “Ozzie and Harriet, stuck in the 1950’s”. What the customer didn’t know was that the paper was already heavily into solving the problem. Lillie Suburban Newspapers’ back shop was being transformed into a state-of-the-art digital and color printing plant.

The oldest portions of the company’s Goss presses, which were installed over 30 years ago, were being removed and remodeling was underway to make way for new, full color presses.

“Lillie recognized the need for color several years ago,” states Gail Sampson, WPC Sales Administrator. “We are pleased that things were able to finally come together for them. Jeff Nissen, our upper mid-west sales executive, did an excellent job of scoping out their needs and helping them through the sales process. Our Quad-Stacks are a perfect fit for their press room and publication size.”

Mary Lee Hagert, executive editor, stated in an article printed in their first color issues: “If you look at today’s newspaper, with its vivid front-page photos and colorful advertisements, you are seeing the fruition of months of discussions, planning, and implementation. In every department, people have been abuzz with excitement about the changes that are taking place at the newspaper company and the further strengthening of our ongoing commitment to provide the best newspapers possible to our readers, communities and customers.”

Lillie Suburban Newspapers is a full-service publishing company. In addition to its newspapers, its presses are used to print a variety of publications, from college and high school newspapers to newsletters for organizations.

Ray Enright, retired publisher, was asked what he thought about the many changes being introduced by the current publishers, his son Jeff Enright and nephew Ted H. Lillie. Ray replied, “I’ve always been looking forward to full color. It’s a wonderful capability to have. I think color makes the paper a little easier for people to pick up and read.”

Advertising director Virginia Flaherty agrees. “We’re moving ahead. It gives our papers more pizzazz.”

Quotations from Mary Lee Hagert, Ray Enright, and Virginia Flaherty from an editorial written by Mary Lee Hagert and printed in the South Maplewood Review on May 16, 2006.