

# P R E S S   R E L E A S E

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## ***KOENIG & BAUER LARGE FORMAT RAPIDA 164 EIGHT-COLOR SUPPORTS EXPLOSIVE DEMAND AND GROWTH AT HUSTON PATTERSON***

**Package printing niche requires additional capabilities and capacity**

- **New large format Rapida 64-inch will fuel further growth in all segments**
- **Koenig & Bauer Rapida will provide exponential additional sheets per year to increase even faster turnaround for customers**
- **Increase in value-added specialty coating orders for high-end alcohol, food & beverage, and cosmetic clientele**

In the past four years since taking over as president of Huston Patterson, Tonya Kowa-Morelli has re-shaped and re-invigorated the company to compete effectively and efficiently posting double-digit sales and demonstrating that the next generation within the family has the leadership chops to continue its fast-paced growth.

In her first year as president, her sales team notched a 30% increase while reducing spoilage and seeing increased efficiency in the pressroom. Under her guidance, both of their Illinois facilities continue to add the latest technology to benefit their clients. This month under her watchful eyes, Kowa-Morelli signed a contract for a new Koenig & Bauer Rapida 164 64-inch eight-color press with coating to be installed later this year at its 110,000 sq ft Decatur facility.

"This will be our go-to press," says Joseph Morelli, Huston Patterson's vice president of sales and marketing. "It will be handed the bulk of our work but its three sister presses will remain important to boosting our capacity. In the last two to three years, our company has exploded with new job orders. It's been an exciting development for us."

An important capability for Huston Patterson is its ability to match its client's specific brand colors on its printed jobs. The new Koenig & Bauer Rapida 164 is equipped with QualiTronic ColorControl, a popular technology that utilizes a camera system installed after the last printing or coating unit. The system permits automatic measurements of optical density in the freshly printed color bars. These measurement values serve as a basis for fast dynamic inline control of the ink key settings.

Huston Patterson has maintained a long-lasting partnership with KBA North America. "We've visited the factory in Germany and have seen up-close the craftsmanship and dedication that goes into building their printing presses," says Kowa-Morelli. "Our previous four Koenig & Bauer presses have displayed the high quality printing output and the outstanding stalwart engineering that the firm is known for. Those presses allowed our firm to expand our footprint and are a big reason for our success."

Steve Korn, KBA director of national and key accounts, adds, "This capital investment signals that Huston Patterson, one of the oldest independent family packaging printing companies in North America is once again making a significant investment for its clients to drive further improvement and to answer the capacity needs." He continues, "We are certain that this new KBA press will help to efficiently move more projects through production, fuel future growth, and continue Huston Patterson's legacy of the highest quality printing and on-time service organization for many years to come."