



**SOUTH FLORIDA’S #1 COMMERCIAL PRINTER, REX 3, CELEBRATES  
60<sup>TH</sup> ANNIVERSARY WITH ACQUISITION OF MULTI-MILLION DOLLAR  
HEIDELBERG SPEEDMASTER XL 106 “SUPERPRESS”**

FORT LAUDERDALE, Fla. (December 1, 2015) – Rex 3, the #1 commercial printer in South Florida and one of the top-ranked print houses in the country, announced today the acquisition of a custom-made Heidelberg Speedmaster XL 106, a groundbreaking new offset printing press branded the *SuperPress*. The extraordinary technology and capabilities of Rex 3’s new four million dollar *SuperPress* continues Rex 3’s 60-year tradition of staying on the cutting-edge of industry technological advancements. This magnificent one-of-a-kind 6-color printing press establishes a new performance grade for industrial commercial, label, and packaging printing. Operating at breathtaking speeds of up to 18,000 sheets per hour, it achieves incomparable productivity and processes on a wide range of substrates.

Rex 3’s *SuperPress* achieves new dimensions in productivity thanks to extremely clear-cut operation and the interaction between the preset functions, ink pre-settings, simultaneous plate changing with AutoPlate XL, and Prinect Inpress Control. Depending on the particular job structure, it can produce between 70 and 90 million sheets a year with ease and change between 90,000 and 100,000 printing plates a year on the 6-color press. Dramatically increasing capacity, decreasing waste by 60%, and allowing for the widest array of print and packaged projects, from simple to sophisticated, meeting the rigorous demands of Rex 3’s savvy regional, national and elite global brands.

“We are extremely proud to, once again, set the standard for the commercial printing industry,” said Howard Shusterman, COO at Rex 3. “Our *SuperPress* is incredible technology, yes, but what it really means is that our print and

packaging customers are getting the very best in the quality and production on every project.”

Steve Miller, President and CEO of REX 3, explained, “the SuperPress is by far the most sophisticated press available, and helps us deliver on our promise to lead the industry as a full-service marketing communications company.”

This extraordinary investment lends to Rex 3’s acclaim for delivering the finest end-to-end print, packaging and direct marketing communications services. This is made possible by their superior technology, 25 point quality control, professional workforce in every communications discipline including graphic arts and lay-out, web design, development of software for workflow solutions, direct mail, packaging and fulfillment, REX 3 prides itself on being a solutions provider, a true partner, building on decades of business leadership in South Florida.

Rex 3 is certainly a company that knows about evolution—over 60 years they have transformed from a modest letterpress and photo engraving company that aided in putting Miami’s advertising industry on the map in the 60s, to a nearly 120,000 square foot and 200 employee mega-operations that thrives, in large part, because of its people, traditions, and proven capabilities. As a matter of fact, the company’s sustainability is perfectly displayed in the presence and vigor of its 94-year old founder, Julius Miller, who still makes it into the office every single day.

Recently, the South Florida Business Journal ranked Rex 3 as the #1 commercial printer in South Florida, a three-time honor. The company is also recognized for pioneering one of the most successful local marketing automation companies in the country, SproutLoud Media Networks.

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