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Solutions
POP Signage, Print on Demand, Direct Mail, Web-Enabled Printing, Inventory Management

Services
Variable Data Printing, Digital Printing, Offset Printing, Graphic Design, Product Photography, Fulfillment



FOXFIRE
"Reach Your Target Audience And Build Your Business"

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- Variable Data Printing
 - Digital Printing
 - Offset Printing
 - Graphic Design
 - Product Photography
 - Web-Enabled Print Procurement
 - Kit Packing & Drop-Shipment
 - Warehousing
 - Sales Lift & Cost-Benefit Analysis
 - Web-To-Print Demo

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Foxfire Designs, Executes and Distributes with Great Service, Ease of Use, Cost Efficiency and High Impact!

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Foxfire - Your Single Source Marketing Solutions Company.

Press Release

Foxfire Printing Brings Technology to Retailers

Newark, DE - 2002-08-28

Foxfire Printing, a leader in providing P-O-P signage programs for retail chain stores, announces the addition of a newly installed Xerox DocuColor 2060 to provide retailers with quick to shelf, high impact, and revenue generating shelf-tags, shelf-talkers, and end-cap signs. This equipment expands our capabilities to provide full color variable data print on demand. Foxfire continues its commitment to bringing the future to retailers today. Foxfire was the first company to introduce variable data laser printing of in-store signs, using its proprietary software, Rapidsign. Today's addition is welcomed by other industries as well, such as: manufacturers, financial service institutions, educational institutions, and consultants, offering cost savings across the board. Documents that are personalized and in color are highly effective, and therefore, much more valuable. The higher value translates into higher profits, more effective response rates, for companies marketing new services to existing customers.

The Xerox DocuColor 2060 offers a wide range of media latitude as well as the ability to handle extra-heavy stocks. This machine is dedicated to providing short to medium range printing projects in full color at a fraction of the cost of offset printing. RapidSign controls the variable data flow for both layout and sorting and is unmatched by anything else in the printing industry. According to John Ferretti, CEO of Foxfire, "this will change the entire standard of how products are marketed at the shelf level."

Foxfire is a full-service printing and fulfillment company offering graphic design, offset and digital printing, warehousing, cost benefit analysis and Point of Purchase advertising. Dedicated to partnering with their clients to provide them with a single-source solution for all their printing and fulfillment needs using tomorrow's technology today.