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Enterprise Press Stages Open House To Mark Its Latest Web Installation

An open house gala celebration was staged by Enterprise Press, 627 Greenwich Street, earlier last month, hosted by Michael Hort, president, and Robert Hort, chairman of the board, and attended by a galaxy of industry friends and clients, with guest of honor Congressman Ted Weiss. The event marked the company's newest installation, a Harris M-110 web press, 17 $\frac{3}{4}$ x26 $\frac{1}{2}$, ten unit, five over five perfecting heat-set web with perforating and gluing capabilities.

Management had set aside June 17 to show off this latest press addition in full operation. Festivities began at 3 p.m. and were held in the well-illuminated 6000 sq. foot web pressroom where the M-110 is located. The open area adjacent to the press was converted to what resembled an outdoor cafe with many tables and chairs arranged in a wide semicircle. There were 4 well-stocked refreshment bars and tables with imported gourmet delicacies, breads and fruits. A number of waiters circulated

among the 270 guests. When all had arrived, Robert Hort welcomed the gathering and thanked them for joining Enterprise on this auspicious occasion. He concluded his brief remarks by stating that the company had applied for building permits to raise four additional stories on top of the existing 9 floors, to allow for extra office and sales space needed for further expansion.

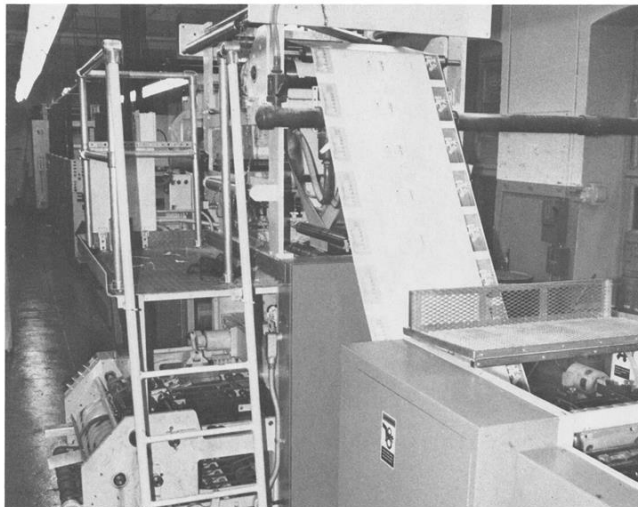
Robert Hort introduced Congressman Ted Weiss, who praised Enterprise Press for staying in New York, thus contributing to more employment and to the well-being of the city's economy.

Following Congressman Weiss's remarks, Arthur Shapiro, chairman and founder of the OCR Data Products Corporation, pushed a golden button to start the press on its ceremonial first run.

The press began first at low speed, to enable those present to see how it operated. Each set of units was engaged on impression in sequence, until all ten units were printing on the advancing web. The speed of the press was grad-



Above at left, Michael Hort, President, and at right, Robert Hort, Chairman of the Board, Enterprise Press, Inc.



Enterprise Press's Harris M-110 in action.



A small part of the crowd at the dedication.

Photos by Allen R. Brand.

ually increased until it reached 40,000 impressions and held at that speed for a few minutes, delivering all the time 40,000 folded signatures printed both sides in full color of a live job.

Guests were impressed by this close range view of the web in operation starting at low speed and attaining full press speed of 1,000 feet per minute. They were intrigued by the dramatic presentation and closely examined the finished signatures printed in full color on both sides, which they kept as souvenirs.

Enterprise Press has been operating in its own building located in the West Village on Greenwich Street between LeRoy and Morton Streets since 1972. Established in 1915, the company has grown from modest beginnings until today, 68 years later, it occupies a nine-story building. Its extensive facilities under one roof encompass a large creative art studio, modern prep department with the latest 44x50" laser scanner, sheetfed and web pressrooms, a finishing department consisting of bindery, foil stampers, die cutters, and a large fulfillment and mailing department.

The company services a list of prestigious national accounts, which include magazine and book publishers, corporate headquarters of radio, TV networks, major advertising agencies, banks, philanthropic organizations, design studios, industrial and high tech corporations.

The printing produced by Enterprise ranges from simple black and white brochures to a wide range of multicolor process work that involves, besides printing, such additional finishing operations as embossing, foil stamping, and frequently extensive hand finishing.

The sheetfed division contains 33 offset cylinders that operate on a multishift basis. There are also six letterpresses. The web division has a four-color perfecter that can color both sides of a web at full press speed and at the same time print four colors in line and a single pass and deliver sheets or folded signatures. There is also a two-color business forms press with a flexo unit and carbon interleaving attachments.



Congressman Ted Weiss, who was the speaker at the dedication.



Arthur Shapiro, Chairman and founder of OCR Data Products Corporation, who started the ceremony by pushing a golden button.