

cover feature

# Hype vs reality

Defying predictions, short-run colour printing is maturing in surprising ways

**IN** the September/October, 1994, issue of *Graphic Monthly*, writer Michael Kieran ushered in the age of short-run colour by stating: "Rapid growth in truly short-run colour printing, will be the new face of competition...For those printers with the capital and courage to invest in the newest technologies, the short-run colour wave brings with it tremendous opportunities." mail, newsletters and

By Nancy Clark

John Pizale, left, president of Web Offset Publications, and Barry Pike, right, CEO of PLM Group, are two new players in the short-run market. Both recently took possession of digital presses

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