



## PRESS RELEASE

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### **Zeikon partnership with the Jimmy Fund raises more than \$318,000 for cancer care and research**

*Zeikon's donation of card printing and finishing services helps support 2009 Holiday Greetings program*

**Boston, MA and Itasca, IL, Feb 09, 2010** – [Zeikon](#), a division of Punch Graphix, legendary for pioneering the first digital color presses, and [the Jimmy Fund](#), a leading supporter of the fight against cancer in children and adults at Boston's [Dana-Farber Cancer Institute](#), today announced that more than \$318,000 was raised through the [2009 Holiday Greetings](#) program to support cancer care and research.

In 2009, Zeikon and the Jimmy Fund entered into a corporate partnership in which Zeikon donated all printing and finishing services to produce festive holiday cards, helping to offset the costs of the Holiday Greetings program.

Through this initiative, holiday cards and exclusive gifts, such as handcrafted ornaments and candles, could be purchased for friends or family members, with proceeds benefiting the Dana-Farber Cancer Institute through its Jimmy Fund.

"We are delighted with the success of this initiative, and moved by the generosity of those who supported our efforts," said Suzanne Fountain, Director of the Jimmy Fund, "We're extremely grateful for the efforts of Zeikon as a corporate partner to support our life saving mission of raising the chances of survival among children and adults with cancer."

Under this initiative, over 200,000 holiday cards were produced on the Zeikon 8000. The cards were converted inline with a full-fledged finishing unit capable of UV-coating, super-glossing, die-cutting, stacking and batching capabilities.

"It was a tremendous honor and pleasure to partner with such an organization as the Jimmy Fund, which works tirelessly to support research and improve the chances of survival for cancer patients at Dana-Farber Cancer Institute," said Michael V. Ring, president of Punch Graphix Americas, Inc. "The efforts of the Jimmy Fund give hope to thousands of patients and their families, and we're excited to see such a fantastic response to the Holiday Greetings program."

#### **About The Jimmy Fund**

Founded in 1948, the Jimmy Fund is an official charity of the Boston Red Sox. It supports the fight against cancer at Boston's Dana-Farber Cancer Institute, which is a leading cancer research and care center for adults and children, and a National Cancer Institute designated comprehensive cancer center.

#### **About Dana-Farber Cancer Institute**

Dana-Farber Cancer Institute ([www.dana-farber.org](http://www.dana-farber.org)) is a principal teaching affiliate of the Harvard Medical School and is among the leading cancer research and care centers in the United States. It is a founding member of the Dana-Farber/Harvard Cancer Center (DF/HCC), designated a comprehensive cancer center by the National Cancer Institute. It is

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the top ranked cancer center in New England, according to *U.S. News & World Report*, and one of the largest recipients among independent hospitals of National Cancer Institute and National Institutes of Health grant funding.

### **About Xeikon**

A pioneer in digital printing, Xeikon designs, develops and delivers high-end digital color printing systems for the global commercial, document printing and industrial market segments. These systems are composed of advanced web-fed printing engines using LED-array-based, dry toner electrophotography, open workflow software, exclusive toner and other consumables. Xeikon's production and R&D operations are based in Belgium and its solutions are distributed and supported through a worldwide sales and service network. Xeikon is a division of Punch Graphix. For more information, visit [www.xeikon.com](http://www.xeikon.com)

### **About Punch Graphix**

Punch Graphix provides innovative, competitive and environmentally friendly imaging and printing solutions for the global graphics industry. Under the Xeikon brand name, Punch Graphix designs, develops and delivers high-end digital color printing systems, software and consumables for the commercial, document printing and industrial markets. Under the basysPrint brand, Punch Graphix designs, develops and delivers mid to high-end imaging systems for the offset prepress commercial markets. With a clear-minded focus on R&D, Punch Graphix is dedicated to customer satisfaction and aims to deliver cost-effective graphic excellence that goes beyond all expectations. For more information, visit [www.punchgraphix.com](http://www.punchgraphix.com)

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