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## **Enternet selected as controls vendor by Dallas Morning News for its South Dallas plant Sunday Package collators**

Enternet LLC has been selected by The Dallas Morning News to provide its eSP3500 control systems for the two FSI packaging systems for Sunday papers going into the new South Dallas plant. The Morning News becomes the fourth newspaper in the United States to convert to collating its Sunday package, as opposed to inserting preprints into various jackets within the paper. The collated packages will be polybagged prior to distribution.

Construction of the South Dallas production and distribution center, being built in Dallas' only Enterprise Zone, will begin soon and the first equipment to go in will be the collating cell. Startup is scheduled for 1Q07. The collators themselves, with 76 pockets each and completely servo-driven, are being provided by Prim Hall Enterprises of Plattsburgh, NY. Other vendors contributing to the project include Sitma USA, providing the polybaggers; Burt Technologies, providing the preprint planning system; Cannon Equipment, providing the fully automated cart loading systems, and Westfalia Technologies, providing the automated storage and retrieval system.

The Morning News insisted on not only rock-solid reliability in the controls it purchased, but also the most advanced functionality in a control system available in the market, today and tomorrow. The eSP3500 control system includes the most granular zoning capability available, a robust management reporting capability including an open-source database of all performance metrics in a format easily mined and the capability to control the most complex variable imaging on a fully-selective basis.

Enternet's roots in the sophisticated commercial bindery industry played a major part in its selection. Enternet has for many years provided control systems to printers of catalogs and magazines with capabilities to deliver this functionality without sacrificing throughput or quality. The Morning News has now made a long-term commitment to respond to advertisers increasingly demanding smaller and more accurate targeting and fully selective variable imaging. Now these features are available to innovative newspaper publishers through the eSP3500 collator control system.