



## NEWS

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### **The Print Council Hosts “One Year Later” Press Conference at Graph Expo**

Progress Report on Governance, Partnerships, and Advertising Campaign to Be Highlighted

**Chicago, IL, Graphic Expo, October 11, 2004**—The Print Council, a business development alliance dedicated to promote the greater use of print media, today announced a press conference to be held at Graphic Expo, one of the industry’s most comprehensive tradeshows for the graphic communications industry. The press conference is scheduled for:

**Tuesday, October 12 11 AM – 12 PM**  
**McCormick Place, Room S-504A, South Building, level 5**

Announcements will be made regarding the council’s executive committee, marketing committee chair, alliance with the United States Postal Service, and the business-to-business advertising campaign targeted at media specifiers. The Print Council has appropriately themed the conference **“One Year Later: A Look Back and a Look Forward,”** since its initial formation was announced at Graph Expo 2003.

#### **Executive Committee Established**

In January of 2003, The Print Council’s executive committee was formed with representation from both the supplier and printing industries. Heading the committee as chairperson is Paul Reilly of Cenvéo, Inc., where he serves as chairman, CEO, and president. Supporting Paul is James Dunn, president of Heidelberg, USA, Yves Rogivue, CEO of MAN Roland, Roy Grossman, president and CEO of Sandy Alexander, and Ken Garner, president of United Litho. The executive committee is responsible for the overall strategic and business direction of the Council.

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## **Marketing Committee Names Chairperson**

At a recent Print Council meeting, Regina Testa, vice president, customer business development, Worldwide Graphic Communications Industry Business, Production Systems Group, Xerox Corporation, was appointed as the marketing committee chairperson. At Xerox, Gina is responsible for developing the strategies and implementing the marketing programs that will increase production color and monochrome print volumes and revenues on a global basis for Xerox customers. Gina brings 25 years of management experience in a variety of financial, operations, product delivery and marketing capacities to her new role as marketing committee chairperson. As the marketing chairperson, Gina will be responsible for overseeing the Council's marketing activities including media relations, advertising and promotion, and direct mail. Gina also will host the Council press conference on Tuesday.

## **United States Postal Service Alliance**

There are obvious synergies between The Print Council and the United States Postal Service as approximately half of all printed material is delivered via the postal service, and *everything* the postal services delivers is printed in some fashion. Together, the two groups share common goals—to increase the demand for and use of print media. This will in turn, increase the amount, roughly 90 Billion pieces, of printed material delivered by the postal service annually. With that in mind, The Print Council welcomed the United States Postal Service in January of 2003. The Print Council, in conjunction with the U.S.P.S., has begun work to pilot their programs in Richmond, Virginia to study the effects of a regional campaign to build demand for printed goods prior to implementing on a national basis.

## **Advertising Campaign**

NAK Marketing Communications, an established provider of highly successful marketing communications solutions, headed by president Thaddeus B. Kubis, has developed the concepts for a business-to-business print advertising campaign that will be unveiled for the first time at Graph Expo. While the initial audience for the campaign is marketing executives and those creatives who influence decisions, the secondary target will be the printers and suppliers of the industry to build awareness for The Print Council efforts and support fundraising activities. The campaign relies heavily on industry data that supports a common theme based on "Print, the Multi-medium™," and "Just Add Print™."

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## About The Print Council

Through education, awareness, market development, advocacy, and research, The Print Council will serve the industry to develop, maintain, and increase the market for printed goods. Founded in the fall of 2003, The Print Council's founding members represent some of the largest and best-known names in the industry. The council can be contacted at 650-697-6671, on the Web at [www.theprintcouncil.org](http://www.theprintcouncil.org), or by email at [info@theprintcouncil.org](mailto:info@theprintcouncil.org).

## Membership

<b>Printers</b>	<b>Vendors/ Suppliers</b>	<b>Media Partners</b>	<b>Associations</b>	<b>Other/Partners</b>
Cenveo	IBM	Cygnus Business Media	GATF/PIA	Leo Burnett Works
PIP Printing	International Paper	Graphic Communications World	EMA Foundation	NAK Marketing and Communications
RR Donnelly	Kodak Versamark	InfoTrends/ CAP Ventures	NAPL	Bradford & Maloney
Quad Graphics	EFI	Innes Publishing	NPES	United States Postal Service
Sandy Alexander	Heidelberg USA	NAPCO	Xplor International	
Sheridan Group	MAN Roland	Prime Media		
Williamson Printing	Pitney Bowes	Print Buyers Online.com		
	PressTek	Reed Business		
	Roll Systems	Whattheythink.com		
	Sun Chemical			
	Xerox Corporation			

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